

Members Present: Linda Thorpe, Emil Bakka, James Behling, Ron DeBruyne,

Members Absent: Leon Kukanich

Department Personnel Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism

Others Present: Lyn Pilch, Pilch & Barnet
Theresa Smith, Vilas County Chamber
Fritz Laeser, Edgewater Inn & Cottages

Thorpe called the regular meeting to order at 9:02am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on August 31, 2010.

Motion by Bakka, seconded by DeBruyne to accept the agenda to be taken in any order at the discretion of the chair; motion carried.

Motion by Behling, seconded by Bakka to approve the minutes of August 3, 2010 as distributed; motion carried.

Introductions/Announcements – None.

Musky Marathon – Christianson noted that registrations were going well; as of September 3 there were 120 muskies registered which is the most registered this early in the Marathon since 2004.

As the supply of pins, distributed to each registrant, is low, Christianson requested permission to reorder 500 pins at a cost of approximately \$680 (which includes artwork setup) + shipping. It was anticipated this should last to the 50th anniversary at which time the pin may be redesigned. **Motion by Bakka, seconded by DeBruyne to authorize reordering 500 Marathon pins; motion carried.**

Vilas County Chamber – Smith noted arrangements had been finalized for the 2010 Vilas County Resort Tour and distributed registration forms. The Tour would be in the Phelps area on October 14th and reservations were due by October 7. The presentation, Running a Green Business – Fact and Fiction, would feature Steven Sandstrom, owner of Pinehurst Inn at Pikes Creek in Bayfield, WI.

The Vilas/Oneida County map proof was expected for review at the Chamber's September 9th meeting. When questioned as to how ad sales were proceeding for the map, Smith noted that while slow, all slots should be filled by publication.

The Chamber had reviewed and authorized an ad in the Fall/Winter Fun Guide.

The next meeting of the Vilas County Chamber was scheduled for September 9th at 1pm in Lac du Flambeau.

Pilch & Barnet – Pilch noted the evaluation for the Artists Interactive Grant-3rd year had been completed and a final report would be forwarded to Burzinski. Pilch indicated that attendance was high at several scheduled events and that calculations of the economic impact were higher than anticipated.

Pilch noted that as a result of a meeting with the UW-Extension agents of the involved counties items dealing with focus group participation and independent research facilities, the branding grant application for the five (5) county area had been resubmitted by the September 1st deadline. With the letters of support from the Chambers, Pilch felt positive about the grant application as very few had been submitted.

At this time, Burznski updated the Committee on the status of the funds returned to the 2010 budget and the elimination of the pre-payment option. It was proposed to use these funds to expand the fall and winter television ads to the Fox Valley market and expand the Tourism Facebook presence through a postcard mailing and/or contest designed to increase Facebook participation which could open additional opportunities for direct contact to travelers. Pilch proposed utilizing approximately \$5,000 for the expanded television market and \$10,000 for mailings, contest design and prizes, and 3-4 Facebook updates per week. **Motion by Behling, seconded by DeBruyne, to authorize the expansion of fall and winter television advertising to the Fox Valley and the proposed project to increase Facebook utilization via direct postcard mailings, contest and Facebook updates with such costs for both projects not to exceed \$15,000; motion carried.**

Pilch also presented a contract renewal for services for 2011. Burzinski will forward the renewal to Corporation Counsel for review and put it on the October agenda.

2011 Proposed Budget and Outlay Request – Pilch distributed copies of the proposed 2011 Media Schedule/Budget based on the same funding as 2010. As this budget is dependent on the 2011 Vilas County Tourism & Publicity Department budget, Burzinski distributed copies of that budget and briefly reviewed the items she had been able to reduce, as well as a proposal to replace the ‘Special Projects’ line item with ‘Shows and Expos’ line item. While noting the proposal to eliminated or decreased funds in photo supplies, subscriptions, 800 toll # account, and special projects (Shows & Expos), further cuts would severely decrease the mission of the Department. It was also noted that annual increases in advertising placement costs already decrease the buying power of the County Promo line item by an average of 8%. After considerable discussion and suggestions, the Committee requested Burzinski rework the budget for discussion at the October meeting. They also suggested a letter of explanation be prepared to accompany the budget to finance.

Noting the need to replace the large format printer, Burzinski presented information received from the IT Department regarding a replacement unit. While she had anticipated creating an outlay account for 2011 for the unit, the Committee suggested possible alternatives for utilizing 2010 funds to purchase the printer. **Motion by DeBruyn, seconded by Behling, motion made to utilize funds from Special Projects with any remaining funds from County Promo to purchase a new large format printer and toner cartridges; motion carried.**

Vilas County Travel Guide – Pilch noted that ad sales would be wrapping up shortly and to date, it appeared as though sales were steady from 2010. They would be formatting the ads and Visitor Guide information from the Tourism Department over the next couple weeks.

Tourism Letter – Burzinski distributed a draft of the updated letter including the information from the Wisconsin Department of Tourism. The letter will be prepared for Thorpe’s signature as soon as the final candidate information is received.

Logo and Style Guidelines for Vilas County – Proposed logo designs and a sample of how the design would look in a business card were presented for discussion. **Motion by Behling, seconded by DeBruyne to endorse the style labeled ‘Update’ on the design sheet and to refer the endorsement to Public Property; after discussion; motion carried.** Burzinski will work with Pilch & Barnet to develop letterhead and business card templates usable by County departments.

Out of County Travel – Burzinski noted she had been selected to attend an Emergency Management Joint Information Center Training in Madison on October 17 & 18th. The accommodations will be covered; however, she is requesting permission for mileage and meals.

She also requested permission to attend the Governor’s Northern Economic Summit to be held in Cable, WI on November 9th & 10th. This trip would involve a 1 night stay.

Motion by DeBruyne, seconded by Behling to approve Burzinski’s requests for travel to the training in Madison and the Summit in Cable; motion carried.

Department Reports – Copies of the August monthly report were distributed and Burzinski noted the referring sites and pages viewed, along with the unique page views, are positive indicators for the website.

Budget/Approval of Bills – Copies of the 2010 budget were distributed with Burzinski noting the budget remains on track and shows the reinstatement of the \$24,200 to the Department’s 2010 budget.

Motion by Behling, seconded by Bakka to accept the budget as presented and approve payment of the bills as presented – Vilas County Tourism - \$40.00; Cindy L. Burzinski - \$261.50; Lambeau Telecom Co - \$34.26; Pilch & Barnet, Inc. - \$17,172.00; Clermont Printing & Office Supply - \$20.97; Postmaster - \$500.00; motion carried.

Correspondence – Burzinski noted receiving notice of the Vilas Area Silent Sports Association (VASSA) Annual Meeting for September 8th at the Olson Library (Eagle River). Behling noted some controversy with a recent Oneida County Forestry decision regarding group-developed trails being open for multiple uses and groups concerned that not all trails lend themselves to all uses.

Several Committee members discussed attending the Wisconsin Housing & Economic Development Authority (WHEDA) presentation of funds for improvement and expansion at the Red Crown Lodge.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for October 5, 2010 at 9am in Conference Room #2. DeBruyne indicated that he would not be able to attend the meeting.

Committee Chair Thorpe announced there was no further business. The meeting stands adjourned at 11:26am.

Minutes reflect the notations of the recorder and are subject to change by the Committee.

Respectfully submitted, Janet Christianson