

Members Present: Linda L Thorpe, Emil Bakka, James Behling, Fred Radtke, Charles Rayala, Erv Teichmiller

Others Present: Stephanie Tralongo, Vilas County Chamber  
Al Hanley, Assured Associates  
Don Kretlow, Assured Associates  
Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism

Thorpe called the regular meeting to order at 9:00am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on September 3, 2008.

**Motion by Rayala, seconded by Teichmiller to accept the agenda to be taken in any order at the discretion of the chairman; motion carried.**

**Motion by Teichmiller, second by Behling to approve the minutes of August 22, 2008; motion carried.**

**Introductions/Announcements** – Thorpe announced that this would be Radtke’s last meeting as he was being reassigned to other committees and would be replaced by newly appointed County Board member Emil Bakka. All present introduced themselves.

**Consideration of proposals for Advertising Agency Consultant/Resolution Forwarding Committee’s Recommendation on Advertising Agency Consultant Proposals** – Each Committee member noted their impressions of the ideas presented during the presentations and after discussion of the strengths the various agencies could bring to Vilas County’s Tourism advertising needs, **motion by Radtke, seconded by Behling to prepare a resolution to present to the full County Board to award a 1 year contract for advertising professional services to Pilch & Barnet; motion carried.** Burzinski distributed a template resolution which had been reviewed for general contract language by Corporation Counsel. The Committee reviewed the resolution and approved the inclusion of language related to the Cost Proposal Summary as submitted with Pilch & Barnet’s RFP. The Resolution was prepared and signed by the Committee.

**Next meeting** – As Bakka and Teichmiller needed to leave for a Social Services Committee meeting, the Committee confirmed the next regular meeting of the Tourism & Publicity Committee will be Wednesday, October 8<sup>th</sup> at 9am in Conference Room #2.

As Burzinski would be attending a training the first week of November, the November 4<sup>th</sup> regular meeting was moved to November 12<sup>th</sup> at 1pm in Conference Room #2.

For scheduling 2009 Committee meetings, the Committee directed Burzinski to request the 1<sup>st</sup> Tuesday of each month as the regular date for the Tourism & Publicity Committee meetings. Burzinski indicated the Clerk’s office coordinates the committee scheduling and would let her know of any conflicts so the Committee could determine alternative meeting dates.

**2009 Vilas County Visitor Guide** – Burzinski distributed copies of the draft ’09 Visitor Guide Cover with the revisions as suggested at previous meeting. **Motion by Behling, seconded by**

**Rayala to accept the cover as presented; motion carried.** Hanley indicated that Assured would be keeping in close contact with Burzinski and the Committee as consolidation of some information may be necessary as decreased ad sales may affect the number of pages in the guide. When asked about the lower ad sales, Hanley noted the reason given most often was a cutback in business expenses due to economic conditions.

**Vilas County Musky Marathon** – Christianson noted that while registrations are down slightly, there are some great fish being registered.

**Vilas County Chamber** – Tralongo noted that most chambers were reporting increased activity in August over July which was slightly unusual.

The Fall Resort Tour has been scheduled for October 15<sup>th</sup> in Presque Isle. The speaker will be Sarah Klavas, Brand Manager and Director of the Bureau of Integrated Communication and Marketing for the Wisconsin Department of Tourism. Invitations are being finalized and should be out in the mail in the next week.

The Chamber's next meeting is September 18<sup>th</sup> at 1pm in Land O'Lakes.

**Departmental Surveys** – In checking with other counties on how they present information about county government, Burzinski noted one county produces a newsletter twice a year which is mailed directly to all postal patrons. The Committee will continue discussion on options available.

**Celtic, Inc.** – Burzinski noted the fall ads had been placed and public relations work continued.

**Department Reports** – Burzinski distributed copies of the Monthly Inquiry report noting it was unusual for both the Internet visits and Travel Guide requests to be down for the same month. Due to decreased requests and the withholding of a planned mailing to southern Wisconsin due to early mid-summer flooding, it was noted there may be up to 5000 travel guides remaining. One option may be to use Assured's distribution program to distribute some of the remaining Guides. Tralongo indicated that before committing to such a program, the Committee determine the locations the book would be distributed and the Guide's physical location on the rack/shelf. Noting the department had been provided a distribution quote of \$125/thousand books, **motion by Behling, seconded by Rayala to arranged with Assured the distribution of a maximum of 5,000 Vilas County Visitor Guides throughout southern Wisconsin, provided the geographical location (within the target market determined by the Committee) and the physical location in/on the rack seems reasonable to office personnel; motion carried.** Burzinski will contact Assured regarding distribution locations and rack positioning.

**Budget/Approval of Bills** – Burzinski distributed the 2008 budget to date and indicated that everything appears to be on track with the exception of County Promo; however, only bills through July have been submitted so there are five (5) months of bills remaining for that line item. **Motion by Rayala, seconded by Radtke to approve the bills as presented -- Celtic, Inc. - \$9,809.46; PowerCom - \$37.80; Cindy L. Burzinski - \$239.27; Janet Christianson - \$26.33; Vilas County Chamber - \$398.70; Quill - \$214.13; Clermont Office Supply - \$133.89; ULine - \$265.44; US Postmaster - \$2,000.00; motion carried**

**2009 Proposed Budget** – Burzinski distributed a draft of the proposed 2009 Tourism and Publicity Department budget. While the department has no control over several line items (salaries, benefits, or telephone), other line items were decreased with the funds moved to County Promo to provide funds for advertising efforts. Due to a county-wide change, Burzinski also noted the Supplies & Equipment line item had been separated into two line items – Supplies and Capital Equipment. The Committee also had questions regarding the relationship between the Special Projects and County Promo line items and Burzinski indicated the history and purpose of each of the accounts. **Motion by Rayala, seconded by Radtke to approve the proposed 2009 budget for Tourism and Publicity as presented and forward the proposed budget to the County Finance Committee; motion carried.**

**Correspondence/Communications** – Thorpe noted that as a representative of the Research and Planning Committee, she had attended a meeting at Eagle River City Hall regarding the parking situation in front of the Courthouse. While noting that options are still under discussion and other County committees will be meeting on the subject, she wanted the Tourism Committee members to know that should any changes be forthcoming that would affect employee and/or public parking at the Courthouse, she had expressed at that meeting, the willingness of the Tourism & Publicity Committee to assist in any press releases or news articles which may be necessary.

Burzinski indicated that she had recently attended a meeting of county department heads. While this particular meeting centered on personnel matters, future meetings would cover other areas. Burzinski thought these meetings were good and it provided opportunities for department heads to find out what other departments are doing, how they may be able to utilize knowledge and expertise for projects in their own area and was a great opportunity to network within the Courthouse. Radtke noted that the Research and Planning Committee had proposed the revitalization of the department meetings concept. Burzinski thanked the Committee as County Board members for their support of this project.

**Next meeting** – set earlier in the meeting.

**Motion by Rayala, second by Behling to adjourn at 10:30am; motion carried.**

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

Respectfully submitted, Janet Christianson