

Members Present: Linda Thorpe, Emil Bakka, James Behling, Leon Kukanich,

Members Absent: Ron DeBruyne (excused)

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

Others Present: Lyn Pilch, Pilch & Barnet
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 September 28, 2010.

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

Motion by Kukanich, seconded by Bakka to approve the minutes of August 3, 2010 as distributed; motion carried. Thorpe noted that in the future, motions containing disbursements from the budget should note indicate funds are available.

Introductions/Announcements – None.

Musky Marathon – While registrations have slowed slightly, the numbers remain up from the same time period over the last few years. Christianson indicated she had been able to distribute forms and pens at several local musky tournaments to encourage registration of tournament muskies in the Marathon. She stated the additional pins had been ordered.

Vilas County Chamber – Burzinski noted reservations for the Accommodations Tour were due October 7th. The Tour is taking place in Phelps on October 14th, and takes the place of the Chamber's October meeting.

Pilch & Barnet – Pilch announced the five (5) county area branding grant application had been approved for \$39,500. Working with UW-Extension agents and representatives from the five (5) counties, a survey will be developed to determine why people travel to the area, their spending patterns and other questions regarding tourism trends. The information gathered from the surveys during January through June, 2011, will be used to develop an area 'brand' and tourism marketing strategy, as well as shared with the five counties and their community chambers for their use.

Pilch noted that Grow North, the economic group covering these same counties, also received a \$10,000 grant. Plans were being developed to combine the survey information received from the branding grant with economic information received from the Grow North grant provide an overall informational portrait of the area and communities.

Pilch indicated that although the grant funding for Artists Interactive had ended, the group partners had determined to share the costs of maintaining the www.artistsinteractive.org website developed for the grant through 2011 to provide the artists with a way to promote their events. The partners will determine at that time whether to continue the website.

Pilch distributed the propose media/budget for 2011. She reviewed the items such as Promotions/PR items (quarterly press packets which may be either area or topic specific and distributed to travel writers; Social Media (updating, promotions, contests, etc related to the County's Facebook and Twitter activities); Artists Interactive {AI} (discussed earlier regarding website maintenance); Print Ad – Midwest Living (noting this has an extremely long shelf life and well-known publication, important to retain some print media); and Account Services (covers the maintenance of servicing the media needs of Vilas County). As media costs continue to rise and to keep the media/budget for 2011 relatively the same and to maximize ad visibility, co-op advertising opportunities with other areas remain more cost efficient than single ads for Vilas County. **Motion by Bakka, seconded by Kukanich to approve the 2011 media/budget as submitted, pending approval of the Tourism & Publicity budget by full County Board.** During discussion Bakka questioned whether the responses from Midwest Living justified the cost allocated in the budget. Thorpe noted that Midwest Living has a strong following as well as a long shelf life and has proven over the years to generate considerable inquiries for Vilas County information. As budget funds dwindle and print media becomes harder to afford, it is important to maintain some print media in the mix. Pilch noted that while the important Spring issue presence has been maintained, the Best of the Midwest option has been dropped to stay within the same dollar amount as 2010. **Motion carried.** While there is no direct revenue attributable to Tourism & Publicity, Behling questioned whether there might be some way to include information on tourism's offsetting revenues to the area, such as the information included in the annual report. Noting information from the Department's Annual Report and the Davidson-Peterson Report contained information on tourism's impact on Vilas County, the Committee requested Burzinski include such information in the budget request cover letter to the Finance Committee.

Burzinski also distributed a copy of Pilch & Barnet's contract extension for 2011 which had been reviewed by Corporation Counsel. **Noting there was no increase for 2011, motion by Behling, seconded by Kukanich to approve the one year contract extension and authorize signature by the Committee Chair; motion carried.**

Vilas County Travel Guide – The contract for the 2011 Visitor Guide has been reviewed by the Corporation Counsel and approved with amendments. **Motion by Behling, seconded by Bakka to approve the 2011 Vilas County Visitor Guide contract as amended; motion carried.**

Pilch noted that sales appeared to be identical to 2010 and remain on schedule. She presented several cover options for Committee review. After considerable discussion regarding the pros/cons of single photo versus multiple-photo covers, **motion by Behling, seconded by Kukanich to approve the single photo cover of the little girl with the crayfish for the 2011 Visitor Guide cover; motion carried.**

Pilch indicated that while a rough first draft has been forwarded to department personnel for proofing, the format/layout may still change as information is added, changed, deleted or moved. She also noted receiving a phone call from a local business requesting a copy of the layout/format for the Guide. As the Guide is a fluid document during creation, susceptible to change as needed to provide the best flow and coverage of information, and could be 'outdated' soon after distribution, the Committee felt it would be most beneficial for the business to attend a Committee meeting to discuss the Guide.

Pilch further noted that the same business had also contacted her requesting that a list of all dining facilities in the County be included in the Guide. Noting there were many factors the Committee considered when determining the contents of the Guide, such as not competing with established chamber

publications, the Committee directed Pilch to direct this business inquiry/concern, and future businesses, to attend a Committee meeting with any Visitor Guide concerns.

Tourism Letter – Burzinski indicated the final list of candidates had been received and the letters prepared. The Committee discussed sending the letter to candidates beyond those for the Wisconsin Assembly and Senate, such as Governor, Lt Governor, Secretary of State, Treasurer, and the US Senate and Congress as all have a part in budgetary constraints felt by the state budget. **Motion by Bakka, seconded by Behling to send the letter to all candidates as discussed at the meeting; motion carried.**

Logo and Style Guidelines for Vilas County – Burzinski noted Public Property had reviewed and approved the County logo as referred and presented to them. She indicated that information would be gathered from the Departments and forwarded to Pilch & Barnet so the departmental templates could be developed for letterhead, business cards and agendas in Microsoft for departmental use and in Illustrator for printing and update purposes as needed.

Out of County Travel – Burzinski stated the Governor's Northwoods Summit no longer conflicted with the County Board's November meeting as the Summit had been moved to November 10 and 11 at the Lakewood Resort in Cable, Wisconsin.

Burzinski informed the Committee that a Wisconsin Emergency Management Conference and Workshop has been scheduled in Madison for October 19th, immediately following the Emergency Management Joint Information Center Training she had received approval to attend on the 17th & 18th. She noted that as her Department Head budget meeting with Finance was scheduled for Monday, the 18th, she would be leaving for the training that morning and requested permission to also attend the Conference and Workshop. Other than her meal and room expenses approved at the last meeting, Burzinski noted no additional funds were involved as her Sunday night motel would be moved to Monday night and she would be traveling with Jim Galloway. **Motion by Behling, seconded by Kukanich to approve Burzinski attending the Conference and Workshop as there was money in the budget to cover her meals and room; motion carried.**

Department Reports – Copies of the September report were distributed for Committee review. Burzinski noted that internet visits remain up. Behling indicated it would be interesting to see a comparison to the previous year once a full year of Google Analytics reports were available.

As a result of advances in technology and cost considerations, the InnLine kiosk system, started in 1997 with a 3-year WATF telecommunications grant and continued by the Chambers after the conclusion of the grant, would be discontinued at the end of 2010. The inquiry software developed for the project will continue to be available to the chambers; however, Tourism & Publicity also used the kiosk software for listing events on the website. Burzinski indicated that she had contacted Pilch & Barnet as both the agency and the website server for available options for event listings on the website.

Burzinski and Christianson indicated that the new printer had been received and the printer had already reduced production time of one brochure by one half.

2011 Proposed Budget – Burzinski distributed copies of the proposed 2011 Budget. She informed the Committee that when the \$24,200 had been placed back in the 2010 budget it had been added to the budgeted amount, increasing the 2010 line item, thus making it appear as though we had decreased that particular 2011 line item by \$24,200. She felt it would be clarified at the budget hearing. The Committee

also reviewed the cover letter accompanying the proposed budget, with Burzinski noting the tourism impact information from the Davidson-Peterson report and the Department's 2009 annual report would be included. **Motion by Behling, seconded by Bakka to approve the 2011 Tourism & Publicity budget as proposed, along with the cover letter as amended, and forward both to the Finance Committee; motion carried.**

Budget/Approval of Bills – Burzinski indicated the 2010 budget remains on track and that as the end of the fiscal year draws closer, Department Personnel are carefully watching the line item expenditures. **Motion by Bakka, seconded by Kukanich to approve payment of the bills presented: Cindy L. Burzinski - \$79.50; Hahn Printing - \$56.34; Florida Micro - \$4,268.28; Wisconsin Emergency Management Assoc. - \$75.00; Pilch & Barnet - \$3,725.00; Clermont Office - \$135.45; Lambeau Telecom Co - \$35.27; motion carried.**

Motion by Behling, seconded by Bakka to approve the budget report through September 30, 2010 as submitted; motion carried.

Correspondence – None

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for November 2, 2010 at 9am in Conference Room #2.

Committee Chair Thorpe announced there was no further business. The meeting stands adjourned at 11:08am.

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

Respectfully submitted, Janet Christianson