

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: Theresa Smith, Vilas County Chamber
Fritz Laeser, Edgewater Inn & Cottages

Thorpe called the regular meeting to order at 9:01am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on October 26, 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 Bakka, seconded by Kukanich, to approve the minutes of October 5, 2010 as distributed; motion carried.

Introductions/Announcements – All present introduced themselves.

Musky Marathon – Registrations continue slowly and will be accepted through December 15th (musky season closes November 30th). Numbers remain up from previous year.

Vilas County Chamber – Smith noted that while the number of attendees was down from previous years, the Accommodations Tour on October 14th had gone well. The roundtable discussion had been very interesting and the evaluations had provided some great suggestions for future Tours.

The Vilas/Oneida County Map had been proofed with printing and delivery expected before the end of the year.

The next Vilas County Chamber meeting was scheduled for November 11th in Eagle River.

Pilch & Barnet – It was noted the Tourism website linked to the event portion of the InnLine system; however, with the dissolution of the InnLine system, it will be necessary to find an alternative program/method to list events on the website. After some preliminary research by Pilch & Barnet on alternate website event programs, a Google calendar program seemed best suited as it provides several aspects including events as a listing or as a calendar item, as well as providing for downloading the information to different technology devices. Noting the need to have events listed on the website and that there was money in the County Promo portion of the budget, **Motion by Behling, seconded by Bakka to approve the expenditure of \$750.00 for the development of an online calendar for events which can be updated and maintained by personnel in the Tourism office; motion carried.**

Burzinski announced the Governor's Residence was again hosting a "Holiday Hospitality" Christmas Tree showcasing the sights and attractions throughout the state and were looking for tourism related decorations. Last year, the Tourism & Publicity Committee authorized the creation of a postcard depicting Vilas County as a multi-seasonal tourism destination. After considerable discussion, Behling

volunteered to provide a hand-painted decoration to be sent and that he would get it to the Tourism office to have it sent down by the November deadline. The Committee thanked Behling for his donation to the Tourism effort.

Burzinski noted Pilch & Barnet continues to work on the Facebook promotion with the rules and policies expected shortly for review by Corporation Counsel

The additional television ads for the Fox Valley area have been scheduled.

Vilas County Travel Guide – A copy of the first proof was passed around for Committee review. As the copy had just been received, Department personnel had not yet had an opportunity to review. At first glance however, the Committee was very happy with the overall layout. Burzinski noted she and Christianson would be going over the content and photos in the next few days and forwarding changes/updates to Pilch & Barnet.

Logo and Style Guidelines for Vilas County – Information is being gathered from Departments and it is anticipated the information should be off to Pilch & Barnet in the next couple weeks.

2011 County Department Press Releases – After reviewing the numbers for the second year of the Department Press Release project, the Committee recommended the Tourism & Publicity Department continue providing the service on a volunteer basis to departments and that a calendar be sent out for departments to sign up for releases for 2011.

Out of County Travel – Burzinski reminded the Committee of the Governor's Northwoods Summit in Cable, Wisconsin on November 10 & 11.

Furniture Purchase – Burzinski distributed a description of an ergonomic chair and requested approval to purchase the chair as her current chair no longer provided adequate support. She indicated there were Capital Equipment funds available. Several Committee members noted the Clerk's office had recently purchased chairs for considerably less than indicated on Burzinski's handout. Noting Burzinski should check with the Clerk's office to see if the chairs are identical, and after discussion regarding possible new purchasing procedures and suppliers, **motion by Behling, seconded by Kukanich to approve the purchase of the chair as described on the flyer from the most economical, cost-effective supplier; motion carried.** Burzinski indicated she would check with the Clerk's office regarding information he may have regarding this product.

Department Reports – While October appeared to be a quiet month for inquiries, Burzinski noted that Internet visits continue to remain up. **Motion by Bakka, seconded by Behling to accept the report as presented; motion carried.**

Budget/Approval of Bills – Copies of the 2010 budget were distributed along with the October bills. Noting the budget remains on track, Burzinski indicated Department Personnel are carefully watching the line item expenditures. **Motion by Kukanich, seconded by Bakka to approve the budget as presented and pay the bills as presented: Cindy L. Burzinski - \$156.01; Pilch & Barnet - \$15,600.00; Clermont Office - \$9.49; Lambeau Telecom Co - \$25.85; US Postal Service - \$185.00; Sonoma Promotional Solutions - \$692.38; Vilas County Chamber - \$400.00; motion carried.**

Correspondence – Burzinski thanked the Committee for approving her attendance at the Emergency Management conference in Madison. She indicated the communications session was extremely valuable to her role as a Public Information Officer and also provided ideas for additional communication efforts (such as Facebook) during emergency situations.

Noting the training was rapidly put to use during the October storm outage, Burzinski worked with WPS and Oneida County Emergency Management to keep media updated on repair status, the opening of shelters and other storm related information.

Burzinski indicated she has been working with the Snowmobile Safety Committee to develop media releases, along with a story for the Association of Wisconsin Snowmobile Clubs (AWSC) publication regarding the new trail signage system. The Committee is also working on a tour of the dispatch center to see how the system works. Burzinski note she has also be asked to check with media regarding possible PSA's for the snowmobile season.

2011 Meeting Dates – The Tourism & Publicity Committee meetings have been scheduled for the 1st Tuesday of the month in Conference Room #2. As the Land & Water Conservation Committee is also scheduled for the same date in Conference Room #1, Burzinski and Scholl will coordinate should either Committee require additional space for a particular meeting. A question arose regarding the February & March meetings, listed for the 2nd Tuesday, and Burzinski said she would contact the Clerk's office for clarification. A listing of dates would be provided to the Committee.

Next meeting – Due to a conflict, the next regular Tourism & Publicity Committee meeting is scheduled for Thursday, December 2nd at 9am (Conference Room TBD).

Committee Chair Thorpe announced there was no further business. The meeting stands adjourned at 10:18am.

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

Respectfully submitted, Janet Christianson