

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

Others Present: Steve Favorite, Chair, Vilas County Board
Kathleen Rushlow, Vice-Chair, Vilas County Board
Stephanie Tralongo, Vilas County Chamber
Cindy Burzinski, Vilas County Advertising
Janet Christianson, Vilas County Advertising

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 April 29, 2008.

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

Motion by Radtke, second by Rayala to approve the Advertising portion of the minutes of the Advertising & Economic Development Committee of April 1, 2008; motion carried.

Introductions and Announcements – All present introduced themselves.

Rushlow welcomed the new members of the Committee and briefly noted some ideas and functions discussed at the time the Committee was split from Economic Development.

New Member Orientation – Burzinski had a brief presentation on the current advertising campaign, the media mix (print, Internet & electronic), the various grants (TREK, Tradition, Harvest & Heritage) and the many cooperative groups/organizations with which the Department is involved. During a review of the recently revised website, the Committee proposed several additional pages (event photos, hunting) to consider including.

May/June Promotional Ideas – Brogle had informed the office the Eagle River Guides Association was discussing a promotion during Memorial week. As soon as the promotion is finalized and the Chambers forward the information, we (Advertising Department) can get the information on the events calendar and on the fishing websites. The Department also received information on two other walleye fishing tournaments during early June (Boulder Junction and Manitowish Waters). The Committee felt the early season promotional ideas had resolved themselves and Christianson will contact Brogle to let him know the matter will not remain a standing agenda item.

Celtic Advertising, Inc. – Burzinski distributed a copy of the proposed fall banner ad for the Committee's decision as to whether to run an animated ad (similar to the Winter ad with snow falling) or a static ad (similar to the Spring/Summer ad). As the dollar allotted for the ad is the same for an animated ad as for a static ad, the question really was one of style and effectiveness. After considerable discussion, **motion by Radtke, seconded by Teichmiller to rely upon the expertise of the ad agency and the Advertising Department Director to select the best presentation, within the allocated funds, of a previously approved ad; motion carried.**

A copy of the proposed ISTHMUS ad was also distributed. As the ad placement cost had been won by Vilas County at the Governor's Conference on Tourism in March, the decision had been made to

use a previously approved fall ad. The only cost would be for resizing the ad and the amended tagline for the publication. The Committee approved the ad.

Amending Standing Rules/Committee Duties – To reflect the split from the previous Advertising and Economic Development Committee, the Standing Rules for the Tourism and Publicity Committee needed to be reviewed. After considerable discussion of the Standing Rules as current written and with no recommended changes to Rules #1 and #3, **motion by Behling, seconded by Rayala to amend Rule #2 as follows:**

2. It shall handle and secure all necessary printing ~~that may be assigned to the Committee by the County Board,~~ as related to item #1 of the Standing Rules for the Tourism and Publicity Committee.

Motion carried.

Motion by Behling, seconded by Rayala to amend Rule #4 as follows:

4. It shall oversee all Advertising ~~and Economic Development~~ issues in Vilas County and make appropriate recommendations to the County Board.

Motion carried.

Motion by Radtke, seconded by Rayala to forward the amended Standing Rules for the Tourism and Publicity Committee to the Legislative and Judicial Committee for approval and to recommend the Advertising Department be renamed the Tourism and Publicity Department; motion carried.

Vilas County Musky Marathon – Posters and registration forms have been distributed to sponsors and registration stations. The website has been updated and an additional poster mailing to accommodations expected out this week.

Vilas County Chamber – Tralongo noted the Business Securities Seminar was being held today (May 6th) in Manitowish Waters. The information and cooperation between organizations to present this information to areas businesses has been terrific.

The Artists Interactive cooperative program (Oneida & Vilas County project) has been going well. This was a great venue to showcase the artists and craftsmen of the Northwoods. With the grant period ending May 31st, the final report will be reviewed carefully to consider a 2nd year of the program.

Tralongo noted that the chambers are busy gearing up for another busy season and in response to references to the increased gas prices, it would appear that chamber inquiries are about normal.

The next Vilas County Chamber meeting is scheduled for Thursday, May 15th in St. Germain. As no Committee member could confirm attendance at this time, **motion by Behling, seconded by Teichmiller that the Committee approve one member of the Tourism and Publicity Committee attending a Vilas County Chamber meeting, providing the Committee member contact the Committee chair to ensure only one member is attending at any one time; motion carried.**

Advertising Agency Request for Proposal (RFP) – Burzinski distributed copies of a draft request for proposal for an advertising agency for the Committee to review for discussion at the June meeting. She also presented a proposed RFP review, selection and interview timeline dependent on

a June 13th distribution of the RFP. The Committee set additional meeting dates as follows – July 1st (regular committee meeting); July 24th review submitted RFPs and select finalists for presentation to the Committee; August 5th (regular committee meeting); August 22nd – agency presentations to the Committee; September 10th (regular committee meeting); September 17th – resolution to the County Board regarding selected agency.

Out of County Travel – Burzinski requested permission to attend the North Central International Trade Business and Economic Council (ITBEC) Tourism Committee meeting scheduled for May 9th in Oconto County. She and Thorpe have been appointed by the County Board chair to attend these meetings. Thorpe indicated that she was unable to attend this May meeting. **Motion by Behling, seconded by Teichmiller to approve Burzinski attending the ITBEC meeting in Oconto County on May 9th; motion carried.**

Burzinski noted that a Hwy 45 Scenic Byway meeting was being arranged in either Oneida (Pelican Lake) or Langlade (Antigo) Counties for later in May. The date and location would depend on the availability of the area coordinator. **Motion by Teichmiller, seconded by Rayala to approve Burzinski's attending the Hwy 45 Scenic Byway meeting on the date and location determined by the meeting coordinator; motion carried.**

Burzinski indicated that the reservations for the 2009 Governor's Conference on Tourism to be held in La Crosse on March 15-17, 2009 needed to be made. During considerable discussion and as four of the five Committee members were new to the Tourism Committee and after talking with Favorite regarding the possibility of moving the March 2009 County Board meeting, **motion by Teichmiller, seconded by Rayala to authorize Burzinski to make room reservations for herself, the Committee members (Thorpe, Behling, Radtke, Rayala, and Teichmiller) and for the County Board Chair (Favorite); motion carried.**

Advertising Department Report – Copies of the March and April monthly reports were distributed and the format and information reviewed for the new Committee members. Visitor Guide inquiries were up while website visits were down. As the new website format was launched in late April, the visits will be watched carefully.

Advertising Budget/Approval of Bills – Burzinski reviewed the budget and budget format with the new Committee. **Motion by Rayala, second by Teichmiller to approve the Advertising Department budget and bills as presented – Cindy L. Burzinski - \$10.61; Bay Lakes Information Systems - \$450.00; Paul James Marketing - \$3,978.00; Clermont - \$63.98; PowerCom - \$7.73; Celtic - \$10,957.15; Vilas County Chamber - \$149.14; motion carried.**

Correspondence/Communications – None.

Next meeting – The next regular meeting is scheduled for June 10th, 2008 at 9am in Conference Room #2 of the Vilas County Courthouse.

Motion by Teichmiller, second by Rayala to adjourn at 11:50am; motion carried.

Minutes reflect the notations of the recorder and are subject to change by the Committee.
Respectfully submitted, Janet Christianson