



Vilas County Tourism &  
Publicity Committee Meeting  
Page 1 of 2

June 4, 2013

Members Present: Linda Thorpe, Emil Bakka, Leon Kukanich, Mark Rogacki

Members Excused: Ron DeBruyne

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

Others Present: Lyn Pilch, Pilch & Barnet  
Bob Egan, Vilas County Economic Development Corporation  
Fritz Laeser, Edgewater Inn & Cottages

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 May 28, 2013.

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

**Motion by Rogacki to approve the minutes of May 7, 2013 as distributed, seconded by Kukanich.** Reference to 2013 in the Musky Marathon portion should be corrected to read 2014. **Motion carried with correction noted.**

**Introductions** – None.

**2014 and 2015 Proposed Budgets/ Alternative Funding Resources/ Department Report** – As these topics are intertwined, Thorpe approved discussing them together. Burzinski distributed copies of the proposed 2014 and 2015 budgets and the Department's May Monthly Report. As information has been incorporated into the Visitor Guide, staff has discussed eliminating some in-house directories thus decreasing Xerox costs. As Burzinski's involvement on several regional/statewide organizations covers some of her expenses, she proposed reducing the Tourism Shows and Expos budget. Discussion on proposed reduction in Xerox, County Promo, Printing and Tourism Shows and Expos line items for 2014 budget; while the only recommended change at this time for 2015 is the reinstatement of \$1,000 in County Promo. Burzinski noted the possibility of additional decreases for 2015 depending upon the impact caused by the 2014 decreases. The Committee expressed concern about decreasing funds based on organizational membership and how those funds can be reinstated when involvement is completed.

Discussion continued regarding other types of funding sources and revenue

**Musky Marathon** – Christianson is working with Lands' End on the promotional cooler/bag. She passed around a copy of Muskies, Inc. which had done a story on the 50<sup>th</sup> Annual Marathon. Burzinski also noted that Senator Tiffany's office had included a piece about the 50<sup>th</sup> Annual Marathon in his office's e-newsletter.

**Vilas County Chamber** – Burzinski announced the Fall Resort Tour would be on October 10<sup>th</sup> in the Manitowish Waters area with featured speaker Michelle Madl from Nicolet College.

Next Vilas County Chamber meeting is June 13 in St. Germain at 1pm.



**2014 Vilas County Travel Guide** – Burzinski indicated Pilch & Barnet had provided a contract for the 2014 Vilas County Visitor Guide which was the same as the 2013 contract. Pilch noted that details such as paper quality, page count, and quantity were not included at this time as they are changeable due to the final ad sales. Thorpe indicated that those options could be decided by the Department and did not need to come to the Committee. As the contract for the 2014 Vilas County Visitor Guide was substantially the same as the contract for the 2013 Guide, **motion by Bakka to approve entering into the 2014 Vilas County Travel Guide contract with Pilch & Barnet, pending review and approval by Corporation Counsel; seconded by Kukanich; Motion carried.**

**Pilch & Barnet** – Pilch distributed informational cards for the Wisconsin Travel Best Bets (WTBB) Vacation Photo Fail contest running May 15 – July 31 involving awkward family vacation photos. Links to the contest have been included in banner advertising and newsletters.

Work has begun on Vilas County's "On the Water" promotion with the rules and format forwarded to Corporation Counsel for review. Burzinski noted that one grand prize and one runner up prize are being finalized and the information should be forwarded to Pilch & Barnet by the end of the week.

**5-County Branding (The NorthwoodsofWisconsin.com)** – Pilch noted 3<sup>rd</sup> year grant funding of \$15,000 had been awarded. As the final award was less than applied for, the committee will be meeting to adjust the budget. She noted the website is generating a lot of comments and interaction which needs to be maintained.

**Out of County Travel** – None not previously approved.

**Department Reports** – Discussed earlier in the meeting.

**Paid Bills Report** – The Committee reviewed the Account Balance report.

**Correspondence/Communication** – Egan provided copies of the 2012 Economic Development Corporation's Annual Report and updated the Committee on continuing projects: county-wide broadband survey in conjunction with Access Engineering and the Lac du Flambeau tribe; the first Eseed class graduation with a second class scheduled in August; develop a revolving loan fund (in cooperation with the Wisconsin Economic Development Corporation [WEDC] and the Central Wisconsin Economic Development Fund [CWED]) for startup and/or business expansion; the Eagle River incubator now has 5 businesses; and the opening of a second incubator in Manitowish Waters.

Burzinski announced Committee members would be receiving an invitation and additional information on the June 28<sup>th</sup> premier of the Wisconsin Department of Tourism commercial (shot in Plum Lake).

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for July 2, 2013 at 9am in Conference Room #2 of the Vilas County Courthouse.

There being no further items on the agenda, Thorpe adjourned the meeting at 10:25am

Respectfully submitted, Janet R. Christianson

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