



Vilas County Tourism &  
Publicity Committee Meeting  
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December 3, 2013

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

Others Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism  
Lyn Pilch, Pilch & Barnet  
Bob Egan, Vilas County Economic Development Corporation  
Nancy Anne Miller, Vilas County UW-Extension Youth Development Agent  
Fritz Laeser, Edgewater Inn & Cottages  
Lynn Uthagrove, Cedaroma Lodge

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 November 26, 2013.

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

**Motion by Kukanich, to approve the minutes of October 5, 2013 as distributed, seconded by Bakka; motion carried.**

**Introductions –**

**Consolidation of Education, Tourism and Economic Development** – Miller facilitated the first phase of a SWOC (Strengths, Weaknesses, Opportunities, Challenges) process related to the consolidation of the Education, Tourism, Economic Development and Library Committees. The collected comments will be categorized and reviewed at the January meeting.

**Musky Marathon** – Update on registrations, noting registrations accepted through December 15<sup>th</sup>. The awards presentation will be scheduled for the March County Board meeting.

**Economic Development Corporation Report** – Egan noted the upcoming E-seed class graduation and that the instructor from Nicolet will have an office in the Eagle River incubator to provide continued assistance. Cleanup and remodeling continues at the manufacturing incubator in Eagle River (to be known as Highway 70 Business Park). A meeting area will be available and Egan invited the Committee to consider meeting there in the future. Egan also noted the Governor would be attending a VCEDC meeting on December 16<sup>th</sup>.

**Vilas County Chamber** – The Chamber is continuing work on the annual dinner (tentatively in February in Arbor Vitae) and working on scheduling meetings for 2014.

Burzinski noted the next meeting would be December 12<sup>th</sup> at the Minocqua Chamber.

**2014 Vilas County Travel Guide** – The 2014 Guide is in the final review stages (anticipated mid-January delivery) with ad sales completed with an increase over 2013 sales.

**Pilch & Barnet** – Pilch noted that with the approval of the media schedule, the early 2014 ad placements were able to be placed at 2013 prices.

Regarding previous discussion regarding multi-year contract, Pilch noted that while the account fee has not increased since the initial contract, a multi-year contract may see a 10% savings in account services costs.



Corporation Counsel's memo regarding P&B's contract language (out clause vs. mediation/arbitration clause) was reviewed. **Motion by DeBruyne, seconded by Kukanich to include Counsel's memo in Pilch & Barnet's contract file; motion carried.**

**Committee revisited SWOC Discussion** – Viewing the SWOC posters, the Committee revisited that portion of the meeting expressing their concern as to how the meetings would be organized, the relationship with the ad agency and the relationships between the consolidated committees. The Committee felt a relationship also existed with other committees (such as Forestry & Recreation and Land and Water). Uthagrove asked how the consolidated committee would be selected. Noting items of concern raised by the SWOC process, **motion by Rogacki, that a letter be sent to the County Board Chair and all supervisors, requesting that committee consolidation and structure be revisited, seconded by DeBruyne; motion carried.** Burzinski's office will prepare the letter for Committee signature.

**Department Report** – Burzinski distributed the November monthly report noting that both inquiries and Internet visits have already surpassed the yearly numbers for 2012.

**Correspondence/Communication** – Burzinski noted that at the U.S. Travel Association facilitated Tourism Roundtable with U.S. Senator Ron Johnson in Green Bay in November, there was considerable discussion regarding the need to ease visa and custom delays for international travelers. Laeser also noted limited flights to the Northwoods from international flight hubs (such as Chicago).

Burzinski indicated she would be attending the Governor's Northwoods Economic Summit in Pembine on December 16 & 17. Cabinet secretaries would also be attending which would provide for across-the-board discussions.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for January 7<sup>th</sup>, 2014. Burzinski will check into availability of meeting at the manufacturing incubator in Eagle River (Highway 70 Business Park).

There being no further items on the agenda, Thorpe adjourned the meeting at 11:22am

Respectfully submitted, Janet R. Christianson

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