



Vilas County Tourism &  
Publicity Committee Meeting  
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September 9, 2014

Members Present: Steve Doyen, Mark Rogacki, Ken Anderson, Paul Hennes, and Art Kunde

Others Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism  
Bob Egan, Vilas County Economic Development Corporation  
Ron DeBruyne, Vilas County Board Supervisor

Doyen called the regular meeting to order at 10am in Conference Room #2, Vilas County Courthouse, Eagle River, WI. The meeting was properly posted and notices sent to all media provided on September 2, 2014.

**Public Comment** – None.

**Introductions** – None.

**Motion by Anderson to accept the Agenda at the Chair’s discretion, seconded by Kunde, motion carried. Motion by Hennes to accept the minutes of August 12 as distributed, seconded by Rogacki.** Anderson noted a correction in the Correspondence/Communication section... should read the ~~Thursday~~ Wednesday after the County Board...**Motion carried with correction.**

**Economic Development Corporation Report** – Egan distributed information on the upcoming E-seed program and provided updates on the current incubators and businesses as well as the information on the new Phelps incubator and ongoing efforts to return specific business types to the area.

**Vilas County Chamber** – Burzinski updated the Committee on the upcoming Fall Accommodation Tour scheduled for October 14 in the Lac du Flambeau area. Invitations will be distributed soon. Next meeting is September 11 in Land O’Lakes at 1pm. **Motion by Anderson to authorize Committee members to register and attend the Tour; seconded by Hennes. Discussion on cost. Motion carried.**

**Pilch & Barnet** – Burzinski reported media placements are proceeding on schedule. The Committee had no questions on the July monthly report as distributed.

**Catch the Action Youth Fishing Promotion** – Christianson indicated 70 entrants to date. The promotion ends September 15 with the drawing for the prize package conducted soon after.

**Northwoods of Wisconsin Five County Branding Grant** – The five counties have finalized the fall promotion ‘Pick Your Northwoods Personality’ which will run September 18 through October 24.

**Vilas County Trail Map/App Grant Project** – Burzinski reviewed the 1<sup>st</sup> year grant evaluation report and noted the 2<sup>nd</sup> year grant application had been submitted by the September 1<sup>st</sup> deadline. The 2<sup>nd</sup> year grant, if awarded, will be used to update the map and build/expand app design and usage. The Committee again discussed funding options beyond the grant. Hennes inquired if the informational racks located in area businesses had been considered for distribution. Burzinski indicated the option had been used previously but noted cost and lack of control over display and distribution as factors to consider.

**Monthly Budget Summary** – The monthly budget summary was distributed with Burzinski noting the Department remains on track.



**2015 Proposed Budget** – Burzinski reviewed the Tourism & Publicity 2015 proposed budget as updated by the Finance Director. The Committee requested the applied for JEM grant be included (even though final amount is not known) and noted the Musky Marathon line item needed to be renamed. **Motion by Anderson to accept the proposed budget as presented and with additions/corrections as noted by the Committee; seconded by Kunde.** Additional discussion included a review by Burzinski of the County Promotion line item increase (7% increase to cover projected media placement cost increases); DeBruyne's historical review of advertising media; Hennes' question regarding billboards, and questions on some of the benefit budget numbers (which were provided by the Finance Department). **Motion carried 4-1 (Rogacki voting nay – for reasons stated at previous meeting).**

**Department Report** – discussed under Pilch & Barnet.

**Correspondence/Communication** – Anderson extended an apology to the Department staff for his abruptness regarding the note left on a cart of boxes after the County Board ATV resolution vote.

With the feasibility of multi-use trails on county lands, DeBruyne noted he would be naming an ad hoc committee of recreational users which would report to the Forestry Committee.

Doyen asked about the status of committee consolidation and was informed that based on previous County Board action, that discussion should be starting in November. Doyen requested that Committee Consolidation be placed on future Tourism & Publicity agendas.

Burzinski noted that 2015 Vilas County Visitor Guide ad sales are proceeding on schedule. Discussion on the revenue generated. As the Committee reversed their decision from the July meeting, they directed Burzinski to work with Hilger on revising the budget for the Finance Committee.

**Next meeting** – The next meeting is set for October 10 at 10am in Conference Room #2.

**Adjourn** – Doyen adjourned the meeting at 11:35am.

Respectfully submitted, Janet R. Christianson

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