



Vilas County Tourism &  
Publicity Committee Meeting  
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January 7, 2014

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

Others Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism  
Bob Egan, Vilas County Economic Development Corporation  
Fritz Laeser, Edgewater Inn & Cottages  
Lynn Uthagrove, Cedaroma Lodge  
Ken Anderson

Thorpe called the regular meeting to order at 9:00am at the meeting room of the Highway 70 Business / Manufacturing Incubator in Eagle River. The meeting was properly posted and notices sent to all media provided on December 31, 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 Bakka, to approve the minutes of December 3, 2013 as distributed, seconded by DeBruyne; motion carried.**

**Introductions –**

**Consolidation of Committees “SWOC”** – Committee reviewed the categorized comments from the previous meeting. During discussion and noting the letter to the Chair regarding reconsideration of committee consolidation, **motion by Bakka, seconded by Rogacki to postpone further SWOC analysis to the next meeting; motion carried.**

**Musky Marathon** – Final registration numbers were reviewed. The drawing prizes would be sent out shortly and the awards presentation will be scheduled for the March County Board meeting. Discussion occurred and suggestions given regarding the awards presentation.

**Vilas County Chamber** – Burzinski reported the Chamber is finalizing arrangements for the Annual Dinner in February at the Plantation Supper Club in Arbor Vitae. The speaker will be Dr. Lalia Rach.

Burzinski noted the next meeting would be January 9<sup>th</sup> at 1pm in Presque Isle at the Community Center.

**2014 Vilas County Travel Guide** – The 2014 Vilas County Visitor Guide has been sent to the printer who will direct deliver a supply to the WBAY Sport Show (Green Bay) and anticipates full delivery around January 15<sup>th</sup>.

**Vilas County Trail Map/App Grant Project** – Burzinski displayed a first draft of the map noting the general display format of the trails/routes, inclusion of natural areas, the amenities section, and the tentative layout of the reverse side. Burzinski noted that having the County Mapping department develop the base map has been very beneficial. Questions/comments included: map name (i.e. non-motorized trails and canoe routes); need for disclaimer (users may encounter motorized activities while using trail/route, i.e. motorized boats on river canoe routes); trail maintenance status (negative effect of non-maintained trails); and multi-use status of some trails. Burzinski will forward these comments for discussion.



**Northwoods of Wisconsin Five County Branding Grant** – Burzinski noted the partnership is reviewing and updating their individual website pages and itineraries as needed. She also noted the NOW Facebook page continues to grow and share information with users.

**Pilch & Barnet** – Pilch was unable to attend the meeting but will be forwarding a proposed multi-year contract for review. She had indicated to Burzinski that the only difference would be the monthly cost and a longer ‘opt out’ period. Burzinski noted she will let Thorpe know when the contract arrives before taking it to Corporation Council for review. When asked about the bid process, it was noted that the bid process is used when seeking a new agency not when renewing their contract.

**Out of County Travel** – As part of Burzinski’s job description involves membership on several multi-county, multi-jurisdictional and statewide committees, the Committee understands and supports her out of county travel for business. Noting that this item along others has recently been revised by County Board policy, it is understood at this time that Committee approval of out of county travel is not required.

**Department Report** – Burzinski distributed the December monthly report noting that both inquiries and website visits showed an increase from 2012. She also noted that the County’s Facebook page had surpassed 10,000 likes. Discussions on the relationship between inquiries and ad placements. Possible revenue sources were also suggested.

**Economic Development Corporation Report** – Egan noted the next E-seed class starting January 23. He provided updates on the Manitowish Waters and Eagle River incubator businesses. The Corporation is working with Northland Pines School District on several projects and the Revolving Loan Fund board has been selected. He also noted that the Corporation will be taking advantage of the opportunity to purchase federal surplus property and has submitted a grant to develop a manufacturing training course. He also noted the success of the Governor’s luncheon on December 16<sup>th</sup>.

**Correspondence/Communication** – Burzinski reported on her attendance at the WACVB Fall Conference in November and her attendance at the Governor’s Northwoods Economic Summit in Pembine on December 16 & 17 which was also attended by cabinet secretaries/representatives.

Rogacki noted that having County employees involved at these various levels provides a great opportunity for County issues to be pushed forward.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for February 4<sup>th</sup> in conference room #2 at the Vilas County Courthouse, Eagle River.

There being no further items on the agenda, Thorpe adjourned the meeting at 11:09am

Respectfully submitted, Janet R. Christianson

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