



Vilas County Tourism &
Publicity Committee Meeting
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April 8, 2014

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

Members Excused: Leon Kukanich

Others Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism
Fritz Laser, Edgewater Inn & Cottages
Lynn Uthagrove, Cedaroma Lodge
Art Kunde, Supervisor Elect District 14
Vernon Wiggenhauser, Supervisor Elect District 4

Thorpe called the regular meeting to order at 9:00am in Conference Room #2, Vilas County Courthouse, Eagle River. The meeting was properly posted and notices sent to all media provided on April 2, 2014.

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 March 11, 2014 as distributed, seconded by Bakka. DeBruyne requested clarification regarding the purchase of the iPad. **Motion carried.**

Introductions – Self-introductions. The Committee welcomed the supervisors-elect for Districts 4 and 14.

Consolidation of Education, Tourism, Economic Development & Library Committees– No update available as the Legislative and Judicial Committee has not met since this Committee's letter was presented. As the County Board will be taking up this matter on April 15th, **motion by Rogacki to recommend to the Vilas County Board of Supervisors to lay over (postpone) the consolidation of committees to allow new board members the opportunity to review the proposal, seconded by DeBruyne.** Committee members present along with supervisors-elect noted the need to understand and move slowly to see how things work. **Motion carried.**

Musky Marathon – Information provided by William Jacobs of Headwaters Chapter of Muskies Inc. was reviewed along with verbal comments received after the awards presentation. Discussion included the history, declining registrations and efforts over the years to increase registrations which prompted the proposal to end the Marathon in favor of a promotion of the broader recreational activities/opportunities in Vilas County, including fishing. Noting the upcoming Committee changes, the Committee requested that Jacobs (or a representative of Headwaters Chapter of Muskies Inc) be invited to the next meeting to further discuss the Marathon.

Vilas County Chamber – Burzinski indicated Chambers continue to provide feedback on the Joint Effort Marketing (JEM) Grant map project. The next Chamber meeting is scheduled for April 10 at 1pm in Manitowish Waters.

Burzinski announced that Sarah Fischer, Regional Tourism Specialist for the Wisconsin Department of Tourism, recently accepted the position of Director of the Manitowish Waters Chamber of Commerce.

2014 Vilas County Travel Guide – Waiting for final report. Burzinski also indicated that the Department has taken on the additional project of ad sales for the 2015 Visitor Guide.



Pilch & Barnet – Burzinski noted the Department is reviewing the editorial calendar for the upcoming quarter (spotlighting the Trail Pro Sweepstakes, fishing hot spots, the musky opener, birding, area Farmers Markets and events).

Northwoods of Wisconsin Five County Branding Grant – Burzinski reported the evaluation has been completed. The copyright process, via Pilch& Barnet, is continuing.

Vilas County Trail Map/App Grant Project – Burzinski indicated the Department has begun review of the map draft and publication of the map by mid-May is planned. Pilch & Barnet are working on the app with its release timed to coincide with the printed map.

Economic Development Corporation Report – Bakka noted that both the Eagle River and Manitowish Waters incubators are full and there is continued interest in the Highway 70 Manufacturing Incubator. Some discussion of the history of the Economic Development Committee and Corporation.

Department Report – The March monthly report was distributed showing both inquiries and website visits appear slightly down from the previous month. It was noted that March and April inquiries fluctuate widely depending on when inquiries from ad placements are received.

Correspondence/Communication – DeBruyne note the recent activities of several communities to determine road routes to expand recreational opportunities.

Next meeting – The next meeting of the Tourism & Publicity Committee meeting is not scheduled and will be determined when Committee assignments are made after the April 15th County Board meeting.

There being no further items on the agenda, Thorpe adjourned the meeting at 10:51am

Respectfully submitted, Janet R. Christianson

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