



Vilas County Tourism &  
Publicity Committee Meeting  
Page 1 of 2

May 5, 2014

Members Present: Ron DeBruyne, Mark Rogacki, Ken Anderson, Steve Doyen, Art Kunde

Others Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism  
Fritz Laser, Edgewater Inn & Cottages  
Lynn Uphagrove, Cedaroma Lodge  
Lyn Pilch, Pilch & Barnet  
Bob Egan, Vilas County Economic Development Corp.  
William Jacobs, Headwaters Chapter of Muskies Inc.  
Holly Pettersson, Vilas County Chamber  
Jason Hilger, Vilas County Finance

Christianson called the regular meeting to order at 9am in Conference Room #2, Vilas County Courthouse, Eagle River, WI. The meeting was properly posted and notices sent to all media provided on May 1, 2014.

**Introductions** – all present introduced themselves.

**Election of Committee Chair** – Anderson nominated DeBruyne for Committee Chair; DeBruyne declined. Anderson nominated Rogacki for Committee Chair, Rogacki declined. Anderson nominated Doyen for Committee Chair, Doyen accepted. Christianson made three additional calls for nominations and hearing none, closed the nominations. **Motion by Anderson to cast a unanimous ballot for Doyen, seconded by Kunde; motion carried.**

Doyen accepted election and assumed leadership over the remainder of the meeting.

**Election of Committee Vice-Chair** - DeBruyne nominated Rogacki for Vice-Chair. Rogacki accepted. Doyen made three additional calls for nominations and hearing none, closed the nominations. **Motion by Anderson to cast a unanimous ballot for Rogacki, seconded by Kunde; motion carried.**

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

**Motion by DeBruyne, to approve the minutes of April 8, 2014 as distributed, seconded by Rogacki; motion carried.**

**Musky Marathon** – Christianson provided an overview of the decision to conclude the Marathon after 50 years including efforts (attending area fishing events, prizes, special promotions) over the years to increase interest and registrations. Jacobs reviewed his proposed efforts to increase registrations. Considerable discussion. The Committee requested the Department and ad agency review items discussed and provide ideas for an alternate fishing promotion for review at the next meeting.

**Vilas County Forestry – Funding for Discover Wisconsin** – As no Forestry representative present, Burzinski gave a brief overview of the request – Discover Wisconsin proposing generic forestry shoot focusing on recreational opportunities available in Wisconsin county forests. General discussion regarding request. Hilger understood that retroactive support might be possible should funding become available.



**Vilas County Chamber** – Pettersson noted the Chamber elections had been held. The Chamber will soon be starting ad sales for the Vilas/Oneida County Map. The Chamber received a free add in the spring/summer issue of Fun In Wisconsin magazine. Great Headwaters Trails presented information on a bike band fundraiser.

Next meeting is May 8 at 1pm in Boulder Junction.

**2014 Vilas County Travel Guide** – Burzinski briefly reviewed the final report. She noted that to increase revenue, the Department would be conducting ad sales for the 2015 guide.

**Economic Development Corporation Report** – Egan distributed a report on the status of the three incubators. He also provided information on the upcoming E-seed class, for both new and existing businesses, which in cooperation with Nicolet College will also provide Quick Book classes. Egan invited all present to visit the incubators and noted each provided meeting space.

**Pilch & Barnet** – Pilch reviewed the format of the monthly report and explained the various media efforts (e-newsletters, social media, and banner ads), how they are targeted and how the web stats show a correlation between promotions and visits.

**Northwoods of Wisconsin Five County Branding Grant** – With the evaluation completed, the final report for the partners is being prepared.

**Vilas County Trail Map/App Grant Project** – Pilch noted the map should be delivered shortly. The app will be tested over the coming weeks. Pilch and Burzinski have people in place to beta test the app before it is released to the public.

**Budget** – Burzinski reviewed the budget line-by-line, compared the current 2014 budget and the proposed 2015 budget (with the directed increase in County Promo). Noting the Joint Effort Marketing (JEM) grant dollars were included in the County Promo line item, the Committee requested Hilger place the grant funds into a separate line item.

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

**Correspondence/Communication** – Anderson requested that “Public Comment on Agenda Items” be added to the agenda. The Committee agreed and so directed the Department.

Burzinski distributed the Economic Impact of Tourism County Profile. After walking through this profile, the Committee requested it be sent to all County Board members.

**Next meeting** – The list of Committee meeting dates was reviewed and during discussion, requested that the starting time of each meeting be changed to 10am. Next meeting of the Tourism & Publicity Committee meeting will be June 10 at 10am in Conference Room #2.

**Adjourn – Motion by Anderson to adjourn, seconded by Kunde; motion carried at 12:34pm.**

Respectfully submitted, Janet R. Christianson

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