



Vilas County Tourism &
Publicity Committee Meeting
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July 8, 2014

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

Others Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism

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 July 1, 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 Kunde to accept the minutes of the June 10 meeting as distributed, seconded by Hennes. Rogacki asked about the Visitor Guide contract and meeting with finance director noted in the minutes; Burzinski indicated both would be reported on during this meeting. **Motion carried.**

Economic Development Corporation Report – None.

Vilas County Chamber – Chambers very busy and no meeting scheduled in July. Next meeting August 14. Anderson asked if the Chamber had discussed electric re-charging stations; Burzinski noted that while stations were a very new topic, it was on the Chamber's radar.

Pilch & Barnet - Burzinski noted the agency is busy with scheduled ads, working on the kids fishing promotion and finalizing the travel guide ad sales procedures for the Department.

The Committee had no questions regarding the May monthly report as it had been distributed.

Catch the Action Youth Fishing Promotion – As the contest is different from previous promotions (registrants uploading their own photos), Corporation Counsel needed to review the rules; thus the start of the contest was delayed to July 15. The prize package was finalized with a two-night stay for a family of 4 at the Gateway Lodge in Land O'Lakes, a Half-Day-With-A-Guide from Doyen Guide Service and a \$50 gift card.

Northwoods of Wisconsin Five County Branding Grant – Burzinski reported all partners busy with the summer season and working on scheduling a meeting date to discuss a fall promotion.

Vilas County Trail Map/App Grant Project – Burzinski noted that Phase I (hard copy map and app with static trail maps) has proceeded smoothly and work continues on Phase II (map updates and interactive maps). Burzinski noted that several individuals have volunteered to test the Phase II app. Rogacki recommended the agency consider some type of disclaimer regarding loss of Internet/cell service; Burzinski will pass the idea along to P&B. Doyen questioned the possibility of paid advertising on the map. Burzinski explained that may be possible after the JEM Grant project period; however, paid advertising was not possible on currently active JEM Grant projects.



2015 Vilas County Travel Guide Contract – Burzinski indicated that Corporation Counsel’s office had reviewed the contract with Pilch & Barnet to produce the Travel Guide with the Tourism & Publicity Department conducting the ad sales. **Motion by Anderson to approve the 2015 Vilas County Travel**

Guide Contract as approved by Corporation Counsel’s office; seconded by Rogacki. Burzinski note she and Finance Director Hilger had discussed available accounting options regarding Visitor Guide ad sales monies. As the advertisers were purchasing advertising with the monies paid to Pilch & Barnet, Hilger agreed that ad sales dollars in excess of those required to produce the visitor guide be retained by the ad agency and used for additional promotional/advertising during 2015. Rogacki indicated he would like Burzinski to attend the July Finance Committee to address the option selected. **Motion carried.**

2013 Tourism and Publicity Annual Report – Motion by Anderson to approve the 2013 Tourism and Publicity Annual Report as presented and forward to County Board, seconded by Kunde; motion carried.

Monthly Budget Summary – Burzinski distributed the monthly budget summary for Committee signature.

2015 Proposed Budget – Burzinski reported on her meeting with Finance Director Hilger. At this time, the Committee began a discussion regarding the County’s general budgeting procedure, the need for clarification regarding the statutory use of sales tax monies and need for consistent guidance regarding budgeting procedures. Chairman Doyen, noting the need for further discussion, returned the Committee to the agenda.

Department Report – discussed under Pilch & Barnet

Correspondence/Communication – Burzinski noted that the Deputy Secretary of Tourism recently appeared on WTMJ television promoting fishing in the Northwoods.

Anderson asked Burzinski her thoughts regarding a recent communication to department heads regarding committee consolidation. She noted that in past discussions, combining the Forestry, Land & Recreation Committee (which dealt with creating and maintaining recreational facilities) with Tourism & Publicity (which dealt with publicizing those recreational facilities) seemed a natural fit. Committee discussion regarding the procedure used to gather information regarding committee consolidation along with the length of some meetings. As the department head response was due the next day (7/9), it was recommended that Burzinski respond to the Legislative & Judicial Committee that they explore the possibility of consolidating the Tourism & Publicity and Forestry, Land and Recreation Committees.

Next meeting – The next meeting is set for August 12 at 10am in Conference Room #2. Kunde indicated he would be unable to attend the August meeting. (Anderson left)

Return to 2015 Proposed Budget Discussion – The Committee members continued discussion of the general county 2015 budgeting process and the need for a general meeting of county supervisors with the Finance Director to determine direction and process with a second meeting with the department heads for consistent budgeting procedures. Doyen and Rogacki will discuss with County Board Chair DeBruyne.

Adjourn – Doyen adjourned the meeting at 11:58am.

Respectfully submitted, Janet R. Christianson

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