



**Vilas County Tourism &
Publicity Committee Meeting**
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August 12, 2014

Members Present: Steve Doyen, Mark Rogacki, Ken Anderson, Paul Hennes
Members Excused: Art Kunde
Others Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism

Bob Egan, Vilas County Economic Development Corporation

Debra Bohn, Vilas County Human Resources

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 August 5, 2014.

Public Comment – None.

Introductions – Debra Bohn was introduced.

Motion by Anderson to accept the Agenda at the Chair's discretion, seconded by Rogacki, motion carried. Motion by Rogacki to accept the minutes of July 8 as distributed, seconded by Anderson; motion carried.

Economic Development Corporation Report – Egan provided updates on the current incubators and businesses. He also indicated that a facility had been purchased in Phelps to develop as a small clinic and possible hardware/grocery business. Discussion of upcoming budget deliberations.

Vilas County Chamber – Burzinski reported chambers continue to be very busy. Planning continues for the Fall Resort Tour in October. Next meeting is August 14 at 1pm in Lac du Flambeau.

Pilch & Barnet - Burzinski noted the media placements are on schedule. Reviewing the agency's monthly report, Burzinski noted work continues on Phase II with map updates and development of interactive maps. Social media analytics were also reviewed. Rogacki asked how the analytics equated to actual visitors to the area. Burzinski indicated that while room tax and sales tax numbers provided some information, a conversion study (last conducted in 2002) could provide additional information.

Catch the Action Youth Fishing Promotion – Christianson noted 30 photos had been submitted to date showing varied ages and fish species.

Northwoods of Wisconsin Five County Branding Grant – Burzinski reported the five (5) counties (Vilas, Antigo/Langlade, Forest, Lincoln and Oneida) are reviewing a fall promotion for the area including the uniqueness of the counties involved. (Bohn left)

Vilas County Trail Map/App Grant Project – Burzinski is working with Pilch & Barnet to complete the 1st year wrap-up report and have data available for the 2nd year application. With an September 1 application deadline, Burzinski requested approval to apply for 2nd year JEM grant funding (maximum of \$19,000\$20,000 available). **Motion by Anderson to approve Vilas County Tourism & Publicity applying for 2nd year Joint Effort Marketing (JEM) Grant funding, seconded by Doyen.** Discussion of grant funding (match dollars) and 2015 Tourism proposed budget (distributed for discussion). Burzinski explained match dollars and how planned media placements for 2015 could be used to fill grant needs. **Motion carried 4-0.**

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



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2015 Proposed Budget – Burzinski reviewed the proposed 2015 Tourism & Publicity budget (using salaries and fringes from 2014) noting the only increase proposed was a 7.5% increase in the County Promotion line item recommended to cover projected increases in media placement. Burzinski also provided an alternate amount to consider which included additional dollars to promote (photo shoots, promotional materials, etc.) TBD recreational opportunities. The Committee did not consider the alternate amount.

She distributed information from Discover Wisconsin for a segment opportunity highlighting the headwaters of (the) Wisconsin River and associated activities with costs to the County of \$10,000 - \$20,000 (depending on time segment selected). Anderson was hesitant on the value to the entire County of such a segment while Doyen indicated the Headwaters had been included in a segment done for Phelps. Hennes felt the segment was too specific to water activities and not covering other County activities. The Committee declined this promotional opportunity at this time and directed Burzinski to so respond to Discover Wisconsin.

At this time, Rogacki motioned that the Committee reconsider their vote on the application for 2nd year JEM Grant funding, seconded by Doyen; motion carried 3-1 (Anderson nay) Rogacki expressed concern with the Committee obligating funds for 2015. During discussion it was noted the motion was to apply for 2nd year funding for an existing project which would be matched by existing budget funds while the Discover Wisconsin discussion regarded a project proposal. On the original **motion by Anderson to approve Vilas County Tourism & Publicity to apply for 2nd year Joint Effort Marketing (JEM) Grant funding, seconded by Doyen; motion carried 3-1 (Rogacki nay).**

After clarifying some additional line items, **motion by Anderson to recommend the Tourism & Publicity budget, as presented, to Finance, seconded by Hennes; motion carried 3-1 (Rogacki nay citing his position on the Finance Committee).**

Department Report – discussed under Pilch & Barnet.

Correspondence/Communication – Doyen noted that at a recent meeting, the Forestry, Land and Recreation Committee supported the Legislative and Judicial Committee exploring the possibility of committee consolidation with Tourism & Publicity. When asked about the status of committee consolidation, Rogacki indicated the topic would be revisited after the budget process.

Anderson referenced a note left on a cart of boxes in a public hallway the Thursday after the County Board's ATV resolution vote. Feeling the note was inappropriate, he wanted to find the individual responsible and had asked Burzinski and Christianson if they knew or had time to look for the individual, which they did not. Rogacki expressed concern the note represented the low morale of county employees. Anderson requested the note be kept on file; however, the Committee felt the note should be forwarded to Human Resources. Doyen volunteered to pass the note along as he had a meeting scheduled with Bohn.

Rogacki requested the memo from Corporation Counsel regarding the AG's opinion on use of sales tax revenue funds be kept on file.

Next meeting – The next meeting is set for September 9 at 10am in Conference Room #2.

Adjourn – Doyen adjourned the meeting at 12:02pm.

Respectfully submitted, Janet R. Christianson

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