



Vilas County Tourism &
Publicity Committee Meeting
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November 14, 2014

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

Others Present: Cindy Burzinski, Vilas County Tourism
Lynn Pilch, Pilch & Barnet
Ashley Bruette, Student Representative to County Board

Doyen called the regular meeting to order at 11:24am in the Sokaogan Room, Lake of the Torches Resort/Casino, Lac du Flambeau, WI. The meeting was properly posted and notices sent to all media provided on November 7, 2014.

Pilch & Barnett – Presentation on Vilas County’s current Trail Map and App grant project and future expansion options/possibilities.

Motion by Kunde to accept the agenda at the Chair’s discretion, seconded by Hennes, motion carried.

Motion by Anderson to accept the minutes of October 10, 2014 as distributed; seconded by Rogacki; motion carried.

Introductions – Ashley Bruette, Junior at Lakeland Union High School. Loves the area and is pleased to have been selected a youth representative to the County Board.

Vilas County Trail Map/App Grant Project – Covered during presentation.

Monthly Budget Summary – Burzinski distributed the report as of October 31st and noted the Department’s 2014 budget remains on schedule. **Anderson moved to approve the summary; seconded by Kunde; motion carried.** Rogacki requested the summary be distributed for review prior to the meeting.

Burzinski noted the upcoming Governor’s Northern Wisconsin Economic Development Summit, held in Minocqua on December 4 & 5, provides the opportunity to meet and talk with the various State/Department Secretaries. Early registration is \$75/person or at the door is \$85/person. Rogacki recommended that an elected County Board official be authorized to attend the Summit to present county issues to the various Secretaries present. Anderson recommended providing the information to the County Board Chair to name someone to attend. Doyen felt perhaps representatives from both Economic Development and Tourism & Publicity should attend and approved Kunde attending the Summit.

2015 Budget – With the approval of the 2015 County Budget, the department budgets were approved and Burzinski requested approval of the Media/Marketing schedule reviewed by the Committee at the previous meeting. The Committee determined they did not need to manage/approve individual line items (such as the Media/Marketing schedule), just kept informed of them.

Committee Consolidation – Doyen indicated this should be kept on the agenda for future meetings.

Correspondence/Communication – Reminder of the Governor’s Northern Wisconsin Economic Development Summit on December 4 & 5.

Public Comment on Agenda Items - None

Next meeting – The next meeting is set for December 2, at 10am in Conference Room #2, Vilas County Courthouse, Eagle River.

Adjourn – Doyen adjourned the meeting at 12:11pm.

Respectfully submitted, Janet R. Christianson

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