



Vilas County Tourism &
Publicity Committee Meeting
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December 2, 2014

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

Others Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism
Lynn Pilch, Pilch & Barnet
Sarah Pischer, Manitowish Waters Chamber / Vilas County Chamber
Ashley Bruette, Student Representative to County Board
Bob Egan, Economic Development Corporation

Doyen called the regular meeting to order at 10am in Conference Room #2 of the Vilas County Courthouse, Eagle River, WI. The meeting was properly posted and notices sent to all media provided on November 25, 2014.

Public Comment – None

Introductions – all present introduced themselves.

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

Motion by Anderson to accept the minutes of November 14, 2014 as distributed; seconded by Rogacki; motion carried.

Economic Development Corporation – Egan provided updates on manufacturing incubator tenants. The Corporation has provided temporary space in the Phelps project building to two businesses displaced by building condemnation. Planning and discussion will be held over the next 18 months regarding Phelps downtown redevelopment. Egan indicated he had been elected vice president of the Phelps Chamber and appreciated any assistance the Tourism & Publicity office could provide as Phelps updates its visitor/travel brochure.

The E-seed group held a reunion.

The Economic Development Corporation will hold its annual meeting December 12 at the Whitetail Inn and will include a video presentation by Northland Pines students utilizing technology equipment donated by the Corporation.

Vilas County Chamber – Pischer noted that the chambers were busy completing their 2015 Visitor/Travel Guides along with their budgets for 2015. She and Burzinski answered questions on how the budgets of the individual chambers, Vilas County Chamber and Vilas County Tourism & Publicity (which is the Vilas County Chamber’s bricks and mortar) work individually and cooperatively.

Pischer also noted the Annual Chamber Dinner scheduled for February in Manitowish Waters. The next Chamber meeting is Thursday, December 11 in Phelps at 1pm.

Pilch & Barnet – Pilch thanked the Committee for providing the opportunity to review the map/app project and possible future options with the Economic Development Corporation at the Lac du Flambeau meeting in November.

Burzinski and Christianson have been reviewing the 2015 Vilas County Visitor Guide and should receive the final draft in the next week. The Guide remains on schedule for tentative delivery by early January.

As the 2015 budget has been approved, Pilch & Barnet will begin ad placement purchasing for the year.

In a review of the September and October monthly reports as distributed, the Committee had no questions.



The Northwoods of Wisconsin – Pilch reviewed the history of and updated the Committee on the status of the Federal trademark application and noted the supplemental application had been resubmitted. Anderson encouraged applying for a state trademark as well and Pilch noted she would look into that. Discussion regarding the multi-group trademark.

Vilas County Trail Map/App Grant Project – Pilch noted Phase II of the project, the interactive maps, was ready for testing and her office would be making arrangements with Burzinski for the on-trail testing. Questions and discussion regarding the possibility of a similarly-designed motorized trail map. The Committee requested Pilch provide a cost proposal of development, yearly maintenance and marketing/advertising opportunities for such an app for the January Committee meeting. It was also requested that representatives from snowmobile alliance, Parks & Recreation, Mapping and law enforcement be invited to the January meeting to start discussion.

Monthly Budget Summary – Burzinski reviewed the latest report (ending October 31). Noting that printer cartridges were usually the last items purchased each year, the Committee requested IT (Information Technology) be consulted regarding bulk purchase of print cartridges to reduce costs. (*Note: in phone conversation with IT after the meeting, Duening indicated the County already receives state contracted discounted rates for purchases.*)

Committee Consolidation – Doyen asked Committee members their thoughts on possible options for Tourism's consolidation. Several options were mentioned (Forestry, creating a Parks, Recreation and Tourism Committee and no consolidation), along with committee consolidation in general. Feeling that Tourism & Publicity should remain a single committee and as committee consolidation did not appear to be an active issue at this time, **motion by Rogacki to remove Committee Consolidation from the agenda, seconded by Anderson; motion carried 5-0.**

Correspondence/Communication – Anderson requested those Committee members attending the Governor's Northern Wisconsin Economic Development Summit on December 4 & 5 to speak with representatives regarding earlier opening time for snowmobile trails when conditions permit.

Public Comment on Agenda Items - None

Next meeting – The next meeting is set for January 6, at 10am in Conference Rooms #2, Vilas County Courthouse, Eagle River.

Adjourn – Doyen adjourned the meeting at 11:49am.

Respectfully submitted, Janet R. Christianson

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