

Members Present: Linda L Thorpe, Emil Bakka, Charles Rayala, Erv Teichmiller

Members Excused: James Behling

Others Present: Al Hanley, Assured Associates
Ken Anderson, Chair –Vilas County Delegation to the Conservation Congress
Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism
Fritz Laeser, Edgewater Inn & Cottages

Media Present: Eric Johnson, Lakeland Times

Thorpe called the regular meeting to order at 9:00am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on March 31, 2009.

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

Motion by Bakka, seconded by Rayala to approve the minutes of March 3, 2009 as distributed; motion carried.

Introductions/Announcements – None

2009 Vilas County Visitor Guide – Hanley distributed copies of the 2009 Vilas County Visitor Guide fiscal report. While lower ad sales had necessitated reducing the number of Guides printed (from 50,000 to 40,000) and the restructuring of content to reduce the number of pages (from 72 to 64), Hanley indicated that per agreement Assured had absorbed the cost difference so there was no cost to the County for the Guide. Teichmiller felt the quality of the Guide remained high and Burzinski indicated that it remained a great companion piece to the local communities' guides. During discussion regarding ad sales, Hanley noted that while some businesses had downsized their ads due to the economy, the number of ads was actually very close to previous years. Based on some current projects, Hanley had a positive outlook for ad sales for 2010.

Hanley also distributed copies of a proposed contract for the development of the 2010 Vilas County Visitor Guide with an anticipated run of 50,000; however, he noted that quantity as well as content items could be adjusted as needed. Noting the 'quantity adjustment' was apparently missing from the proposed contract, Hanley indicated he would get a revised copy to Burzinski. Other contract items remained the same as 2009. **Motion by Rayala, seconded by Bakka to forward the proposed contract from Assured Associates for the 2010 Vilas County Visitor Guide to Corporation Counsel for review with Committee consideration to be at the May meeting; motion carried.**

Later Muzzleloader Deer Season – The Committee reviewed questions #60 and #61, regarding later muzzleloader deer season, to be presented at the Department of Natural Resources Annual Spring Fish & Wildlife Rule Hearings and Wisconsin Conservation Congress Annual County Meeting on April 13. Anderson provided a brief history on the development of the muzzleloader season and how the question came to be on the ballot. During discussion it was noted the current muzzleloader deer season has already delayed the opening of snowmobile trails until the season is done (about mid-December) and delaying the start of the snowmobile season another 2-3 weeks would adversely affect tourism related

businesses in Vilas County. Anderson also noted how important it was to attend the Spring meeting on the 13th as only those physically present may vote. If either question receives a majority of yes votes, the one receiving the most yes votes would be forwarded on to the Natural Resources Board for consideration. If they decide to pursue the later muzzleloader deer season, it would be forwarded to the DNR and legislature for action. As this later muzzleloader deer season would have an adverse affect on local businesses, **motion by Teichmiller, seconded by Rayala to have Thorpe, as Chair of the Tourism and Publicity Committee write a letter to the DNR Secretary Frank and legislators (Holperin and Meyer) to express the Committee's opposition to questions #60 and #61, regarding later muzzleloader deer season, to be presented at the Department of Natural Resources Annual Spring Fish & Wildlife Rule Hearings and Wisconsin Conservation Congress Annual County Meeting on April 13; motion carried.**

Musky Marathon – Responses from sponsors and registration stations for the 2009 Vilas County Musky Marathon are being received. Copies of the registration form were distributed for Committee review noting the only change from the previous year was the Department's name change. **Motion by Teichmiller, seconded by Rayala to approve the registration form as presented; motion carried.**

The Committee also reviewed samples of both the 2008 and proposed 2009 posters. As the same poster design had been used for several years, it was felt it was time for a change. Noting the posters need to be distributed within the next month, the Committee suggested the poster be referred to Pilch & Barnet for review. Burzinski indicated she would talk with Lyn and get the previous poster design and content information to Pilch & Barnet in the next week.

Vilas County Chamber – Burzinski noted the Chamber is already discussing the Resort Tour (tentatively in Arbor Vitae in October) and ideas for the Annual Dinner. There had also been considerable discussion regarding the muzzleloader deer season questions. She indicated the election of officers would be held at the next meeting which was scheduled for April 9th at 1pm in Lac du Flambeau. After checking their calendars, **motion by Rayala, seconded by Bakka, to authorize a Committee member to attend the April Chamber meeting in Lac du Flambeau; motion carried.** Thorpe indicated she could attend the meeting.

Pilch & Barnet – Burzinski distributed a copy of Silent Sports May/June edition containing the Wisconsin Travel Best Bets Spring insert. All media remains on schedule.

Joint Effort Marketing (JEM) Grant – The Committee reviewed the proposed Resolution regarding the JEM Grant proposal for Original Gangster's Paradise, a fall marketing and public relations plan. This has great potential and some of the ideas included in the grant proposal are very exciting. After discussion regarding some of the ideas proposed and as Corporation Counsel had already reviewed the Resolution, **motion by Rayala, seconded by Bakka to submit the Resolution to full County Board at its next meeting; motion carried.**

2009 Departmental Publicity Calendar – Burzinski noted the process is continuing positively and further appreciated the support of the department heads in submitting information and the various media for their continued coverage. Bakka noted that he had heard positive feedback from several other committees regarding the publicity effort.

Equipment Purchase – The Department is looking to add a wall-mounted display rack (to match the other) and copies of vendor information on such racks were distributed. While several vendors offer

wall-mounted display racks, both Siegel Display and National Business provided racks that matched racks currently on the hallway wall. As Siegel Display offers moveable dividers to provide for brochure display, **motion by Rayala, seconded by Teichmiller, to approve purchasing a wall-mounted display rack and extra dividers not to exceed \$206.08 from Siegel Display; motion carried.**

Out of County Travel – None.

Department Reports – Burzinski indicated the March monthly report would be distributed at the next meeting.

When asked about attendance at sports shows, Burzinski indicated that she would be attending a ‘wrap up’ meeting on April 8th. As this was the first year Vilas County attended, she had no basis for comparison but felt the meeting would give her the information needed. She would then be able to update the Committee at the May meeting.

Possible Committee Evaluations – There was no discussion at time; however, Thorpe indicated it would be placed on the next agenda.

Budget/Approval of Bills – With the 2009 budget figures now available, Burzinski indicated that the Department controlled items are doing well. When questioned about an item showing a negative balance, Burzinski noted that was information from the County Clerk’s office and not an item controllable by her office. **Motion by Rayala, seconded by Teichmiller to approve the bills as presented – Radisson Hotel La Crosse - \$315.00; Holiday Inn Express - \$200.00; Lambeau, LLC - \$30.58; Hahn Printing - \$37.51; Clermont - \$20.36; Florida Micro - \$43.60; Cindy L. Burzinski - \$447.03; Quill Corp - \$209.94; Pilch & Barnet - \$10,200.00; Venture North Creations - \$12.50; motion carried**

Correspondence – Thorpe shared a letter from Thomas L. Anspaugh which had been forwarded to her by County Board Chair Favorite. The Anspaugh letter regarded the various taxes (state, county and room tax) paid during a 7 day stay in June at Black Bear Lodge (St. Germain) and his request to consider a ‘maximum for this tax’. Noting it was not within the authority of the Committee to change either the state tax or the county tax, and as the room tax was under the jurisdiction of the local town, the Committee instructed Burzinski to forward the letter to both the St. Germain Town Chair and Chamber of Commerce for consideration.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for May 5, 2009 at 9am in Conference Room #2.

Motion by Rayala, seconded by Bakka to adjourn at 10:23am; motion carried.

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

Respectfully submitted, Janet Christianson