

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

Department Personnel Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism

Others Present: Lyn Pilch, Pilch & Barnet, Inc.  
Al Hanley, Assured Associates  
Fritz Laeser, Edgewater Inn

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 November 24, 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 Teichmiller to approve the minutes of November 6, 2009 as distributed; motion carried.**

**Introductions/Announcements – None**

**2010 Vilas County Visitor Guide** – Hanley presented information regarding increased costs for the 2010 Visitor Guide. While changes authorized at a previous meeting (changing the cover and inside pages, revising content pages to decrease the book to 64 pages, etc.) had decreased production costs, Hanley indicated costs to make revisions on the first proof had exceeded the project budget. Although considerable changes to the first proof have historically been routine, to limit Assured's loss on the Guide, he felt it necessary at this time to adhere to the stated contract of 40% (advertising)/60% (content) for the Guide. One option mentioned to reach this goal was to reduce the Guide another 28 pages. The Committee and Burzinski noted their main concern was to produce a quality piece that provided information to the inquirer, that the advertisers could feel good about being a part of and that the Department could take pride in distributing. Reducing the book another 28 pages would not produce a beneficial Guide and was not supported by the Committee.

To reduce costs, one proposal was to reduce the number of copies printed of the Guide and the Committee reviewed the comparable cost options. At this time Hanley noted that Assured had 7,725 2009 Vilas County Visitor Guides at their warehouse and as he had recently added a new distribution route, he offered to place, at no charge to the Committee or County, all copies of the 2009 Visitor Guide into his distribution system throughout the Green Bay, Fox Valley, Appleton, Racine and Kenosha areas.

When asked how soon the 2010 Guide would be available for distribution, Hanley indicated that if the Department could have the final changes to Assured by Monday, December 7<sup>th</sup>, he felt the 2010 Guide could be ready in 7-10 days. He then provided the 2<sup>nd</sup> proof copy for review. Concern was expressed that updates had been made when there were cost concerns that should have been brought to the Committee's attention. Hanley noted he had taken the chance that based on past working relationship, a solution could be found, and because Assured took the chance, he was willing to absorb the extra time

costs involved in the revisions of the first proof. However, the situation still existed that ad sales did not cover the cost of printing 50,000 copies of the 2010 Guide.

After considerable discussion, **motion by Teichmiller, seconded by Bakka to reduce the number of 2010 Visitor Guides printed from the 50,000 stated in the contract to 35,000 copies; motion carried.**

To cover the printing costs of the 35,000 copies of the 2010 Vilas County Visitor Guides, **motion by Rayala, seconded by Behling to request a line item transfer in the Tourism & Publicity Department budget of \$2,712 from 100.55625.311-Postage to 100.55625.326-County Promo Expense; motion carried.**

Upon further discussion, **motion by Behling, seconded by Rayala to accept Hanley's offer to have Assured distribute, at no charge, the remaining copies of the 2009 Vilas County Visitor Guide (7,725 as stated by Hanley) through Assured's new distribution route (as stated during the meeting); motion carried.** Hanley indicated he could provide the distribution locations.

To keep the project moving, **motion by Behling, seconded by Bakka, to authorize Burzinski and Christianson to review the 2<sup>nd</sup> proof copy of the 2010 Vilas County Visitor Guide, make appropriate corrections and approve the Guide for printing; motion carried.** Christianson indicated she knew of some event changes since the 1<sup>st</sup> proof and wondered about additional charges for any changes. Hanley indicated there would be no additional charges and looked forward to finalizing the Guide by early next week.

Behling expressed his thanks to Assured, Burzinski & Christianson and Pilch & Barnet for working together to come up with a best possible solution to this last-minute situation. He further noted that should the trend of decreasing ad sales continue, the Committee will need to look for solutions for 2011.

**Musky Marathon** – The musky season ended November 30<sup>th</sup>; however, registrations are accepted through December 15<sup>th</sup>. A draft summary should be available for the Committee's January meeting when the prize drawings will be conducted.

**Vilas County Chamber** – Burzinski noted that Cathy Weber of the Presque Isle Chamber is the acting President of the Vilas County Chamber until Chamber elections in March. Due to a conflict, she was unable to attend today's meeting but will try to attend future meetings of this Committee.

The Committee wished to express their appreciation to McClellan as President of the Vilas County Chamber, for her contributions and service to the Tourism & Publicity Committee over the past years. **Motion by Behling, seconded by Teichmiller to have the Committee send a card to her; motion carried. During further discussion motion by Behling, seconded by Teichmiller to amend the motion to include a letter of commendation; amended motion carried.**

Burzinski indicated the Chamber is busy working on the 3<sup>rd</sup> year of the Artists Interactive JEM Grant.

The Chamber was also informed of the interest expressed in updating the TREK the Northwoods Trails brochure. As part of the tri-county brochure, the Vilas County chambers were encouraged to get any changes and/or additions in area bike trails to Burzinski by December 1<sup>st</sup>.

**Pilch & Barnet** – Pilch reviewed the proposed website design which provides ease of navigation to website information as well as a look to complement the ad design. Burzinski indicated the County's Information Technology (IT) Department had been involved in all discussion and research with Pilch & Barnet regarding the website and while IT could continue hosting the website, some timely access issues could develop. As IT will soon be involved with larger issues throughout the Courthouse, it was suggested that as Pilch & Barnet had already built hosting and maintenance fees into the 2010 budget (as a contingency should the new website software not be compatible with the Courthouse's system), they become the host server. After considerable discussion, **motion by Teichmiller, seconded by Bakka to authorize Pilch & Barnet to host and maintain the Tourism website while providing access for Tourism personnel to update sections as needed and that Burzinski coordinate the website transfer with IT; motion carried.** Pilch indicated that should conditions change in the future, the website could always be returned to the Courthouse server.

Burzinski indicated she had received a request from the Wisconsin Department of Tourism asking each County to provide a Christmas Card, depicting the uniqueness of the County, for display on one of the capitol Christmas trees. She had contacted Pilch & Barnet about designing such a card and distributed a copy of the card designed. Burzinski indicated the Department has access to the master design so more cards could be printed for Departmental use if needed.

**Original Gangster's Paradise Joint Effort Marketing (JEM) Grant** - Pilch noted the original grant period had ended on November 30<sup>th</sup>. Evaluations would soon be distributed to participants with a final report generated in late January/early February. The evaluations would be useful in seeking a 2<sup>nd</sup> year of grant funding. Teichmiller indicated the OGP event he was involved with had been successful and fun.

**TREK the Northwoods Trails** – Trek the Northwoods Trails, Joint Effort Marketing (JEM) Grant awarded to Lincoln, Price and Vilas Counties in 2005, produced a website ([www.northwoods biking.com](http://www.northwoods biking.com)) and a booklet of maps and bicycling information. The publication has been well received and all involved expressed an interest in updating the booklet and 10,000 copies of a 4<sup>th</sup> edition booklet. All counties distribute the booklet, and Vilas County does the fulfillment for website inquiries. The three counties have agreed to share the updating costs equally and Vilas County's share would be \$2,372.65. When asked if there were budget funds available, Burzinski proposed utilizing \$1,000 from TREK line item in '09 budget, \$1,000 from TREK line item in '10 budget with the remaining from the Printing Expense line item to cover printing/shipping charges. Noting this is a good example of a JEM Grant project sustained beyond the grant period, **motion by Bakka, seconded by Behling to authorize Burzinski to proceed with the expenditure of funds as indicated for Vilas County portion of the production of the TREK the Northwoods Trails 4<sup>th</sup> edition brochure, with the expenditure for postage/shipping not to exceed \$500; motion carried.**

**Out of County Travel** – Burzinski noted Nicolet College was offering a class on Facebook (either January or February) and a class on Twitter (in March) in Rhinelander and requested approval for herself and Christianson to each attend both classes. The listed cost per class was \$9.07/class/person (total cost \$36.28 + mileage). **Motion by Rayala, seconded by Behling to approve Burzinski and Christianson attending Facebook and Twitter classes in Rhinelander (date selected based on class availability); motion carried.**

**Department Reports** – Due to the early meeting, monthly reports are not available.

In updating the Committee on the Departmental Press Release Project in 2009, Burzinski indicated approximately 40 releases were distributed in 2009 with about 20 of them being printed or reported on (some articles generated radio and television interviews). The Committee endorsed continuing the project for 2010. Burzinski will be distributing a form for Department heads to schedule their 2010 articles. Teichmiller suggested that while factual articles were informative, Departments may want to consider articles with a human interest approach. Burzinski noted she will pass the suggestion along.

**Budget/Approval of Bills** – Burzinski indicated Department controlled items remain on track. **Motion by Rayala, seconded by Bakka to approve the monthly budget and bills as presented – Cindy L. Burzinski - \$113.58; Lambeau Telecom Co. - \$21.28; Pilch & Barnet - \$6,300.00; Pilch & Barnet - \$7,300.00; Lakeland Printing - \$87.00; Vilas County Highway Dept - \$28.87; motion carried**

**Correspondence** – Thorpe summarized a letter she received from John Gozdziński, Northern Regional Director, WI Dept of Natural Resources, who attended the fisheries concerns meeting in November. He expressed his appreciation in being able to attend and provided contact information for the Walleyes for Northwest Wisconsin group of the Hayward area lakes area. This group has experienced some success in working with the WI DNR in walleye management strategies. Thorpe indicated a copy of the letter would be available in the Tourism office should any of the individuals and/or groups who had attended the fisheries concerns meetings be interested.

**Next meeting** – Next regular Tourism & Publicity Committee meeting is scheduled for January 5, 2010 at 9am in Conference Room #2.

**Motion by Rayala, seconded by Teichmiller to adjourn at 10:43am; motion carried.**

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

Respectfully submitted, Janet Christianson