

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

Members Excused: James Behling

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

Others Present: Stephanie McClellan, President, Vilas County Chamber
Al Hanley, Assured Associates
Fritz Laeser, Edgewater Inn & Cottages
Todd Powell, Guide & Sport Shop Owner

Media Present: None

Thorpe called the regular meeting to order at 9:01am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on June 30, 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 Rayala, seconded by Bakka to approve the minutes of June 2, 2009 with spelling correction to Behling's name in the motion to adjourn; motion carried.

Introductions/Announcements – None

2010 Vilas County Visitor Guide – Copies of three proposed cover guides, along with brochure ad sized examples, were distributed for Committee review. Of the three covers, the Committee felt the yellow cover with the water scene and the three insert shots covered all the seasons. **Motion by Teichmiller, seconded by Rayala to approve the cover for the 2010 Vilas County Visitor Guide.** During discussion, the Committee appreciated the design included the four seasons. Additionally it was noted that the year needed to be included in some manner, perhaps under the tagline and above the top black bar. Hanley indicated that he would have the graphics department insert the date and return a copy for review. The Committee indicated that Burzinski and Thorpe should review the cover to determine final approval; **motion carried.**

Hanley indicated that Assured has begun ad sales for the 2010 book and that he remains positive about sales numbers. He will keep in touch with Burzinski.

Original Gangster's Paradise Joint Effort Marketing (JEM) Grant – Burzinski distributed copies of the Original Gangster's Paradise newsletter, Vilas County Visitor. Just delivered the previous week, the office had received 50,000 of the newsletter and approximately 13,000 copies had already been distributed to the Chambers and to the businesses listed in the newsletters that had provided promotions. A 'Visitor' would also be included in materials sent to each inquiry received between now and November 30th. Hanley offered the services of Assured's distribution program for distributing the OGP newsletter. Considering the OGP newsletter format, Hanley offered a reduced rate of \$75/1000 newsletters with placement on the 2nd shelf of their distribution displays. Noting the number of newsletters available for distribution, **motion by Teichmiller, seconded by Bakka to accept Assured's offer of \$75/1000 for**

distribution of the OGP newsletter to the southern Wisconsin distribution route and allocate 10,000 newsletters for such distribution. During discussion, the Committee questioned if there were funds available for this. Noting the grant funds were allocated, Burzinski noted funds could be allocated from “Special Projects”. As the newsletters had just been received, Burzinski requested that, before committing to Assured’s proposal, she would like to contact Pilch & Barnet to see what distribution they had planned as part of the grant. **Motion by Teichmiller to amend the original motion to include ‘dependent on the distribution planned by Pilch & Barnet’, seconded by Bakka; amendment carried. Motion as made and amended carried.**

Fisheries Concerns – Using the WDNR website, Powell reviewed some of the information on the decreasing numbers of walleyes in area lakes, which he believed showed a trend of fisheries decline across northern Wisconsin. He also noted conversations with bait dealers and other guides regarding low bait sales and the low number of reserved guide dates. He expressed concern regarding the apparent difference in stocking programs between the eastern and western portions of the County and felt that the current limits and sizes were inefficient to sustaining walleye fisheries.

Noting his concerns, several Committee members asked what he thought the Committee could do to help. Powell wondered if some cooperative effort between the County, WDNR and tribes could be established to provide better size/slot limits, increased bag limits and generally get together to provide a better walleye fisheries. The Committee noted that program tightening and fiscal cutbacks are affecting all levels of government which may account for some of Powell’s concerns. As Behling was not present to update the Committee with his findings since the last meeting, Thorpe indicated that this topic would be revisited at the August meeting. She would in the meantime check with the Tribal Concerns Committee regarding the possibility of having someone attend a future Tourism Committee meeting for discussion.

Musky Marathon – Registrations are steady with several received on Monday, which should be processed before the end of the week.

Vilas County Chamber – McClellan noted that the Chambers are in their very busy season. They continue working on plans for the Fall Resort Tour. She also indicated that as this is such a busy time for the chambers, the July Chamber meeting has been cancelled and the next meeting is scheduled for August 13th at 1pm at Manitowish Waters.

Pilch & Barnet – Burzinski passed around a copy of the June issue of Wisconsin Trails containing the County’s ad insert. She also distributed copies of Pilch & Barnet’s monthly report.

Burzinski noted Pilch & Barnet had submitted an addendum to continue their contract into 2010. This is necessary as they will soon need to plan the media strategy for the next year. The Committee noted they would like to continue with Pilch & Barnet so Burzinski will forward the addendum to Corporation Counsel for review and bring it to the Committee at the August meeting.

Using the internet connection, the Committee was able to view how the ad words showed during searches and how Vilas County showed on the list. Burzinski indicated that her office will be working to match the website to the ad design; however, there is a concern matching fonts (Mac design vs. PC usage) and Burzinski will be coordinating with Pilch & Barnet. There may need to be some web updating built into the 2010 contract and she will keep the Committee updated.

Pilch & Barnet had also forwarded a copy of the Summer E-newsletter for review. Viewing the newsletter online, **motion by Teichmiller, seconded by Rayala to approve the summer enewsletter as presented with the notation that the link to the Vilas County spring giveaway be updated with summer events; motion carried.**

Responding to comments about the Annual Report made at the County Board meeting, Thorpe felt the report was very good in providing an overview of departmental responsibilities. Perhaps the Visitor Guide could be made available for any member joining the board after the Guides were distributed.

Equipment Purchase – Burzinski noted the IT Department had informed her that the Department's laptop needed additional memory/ram storage space and had provided a quote for 2G. **Motion by Rayala, seconded by Bakka to approve the purchase of additional memory/ram as recommended by IT at the quote provided; motion carried.**

Out of County Travel – None that has not previously been approved.

Department Reports – Reports were distributed earlier with Pilch & Barnet reports. Visits to the website have increased and are close to the numbers for the same time in 2008; while actual inquiries are lower than the same time. One reason noted may be that more information is available on the website and visitors are finding what they need without making contact.

Budget/Approval of Bills – Burzinski indicated that the Department controlled items remain on target. **Motion by Rayala, seconded by Bakka to approve the bills as presented – Cindy L. Burzinski - \$130.15; Florida Micro - \$124.66; Vilas County Chamber - \$226.44; Lambeau Telecom Co. - \$22.42; Pilch & Barnet - \$5,450.00; Pilch & Barnet - \$4,500.00; Clermont Printing & Office Supplies - \$517.61; motion carried**

Correspondence – None.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for August 4, 2009 at 9am in Conference Room #2.

Motion by Rayala, seconded by Bakka to adjourn at 10:35am; motion carried.

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

Respectfully submitted, Janet Christianson