

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

Others Present: Stephanie McClellan, Vilas County Chamber  
Al Hanley, Assured Associates  
Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism

Thorpe called the regular meeting to order at 9am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on November 25, 2008.

**Motion by Rayala, seconded by Teichmiller 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 November 11, 2008 as distributed.** Thorpe indicated a typographical error on Page 4, ¶¶ Budget/Approval of Bills, line 5 – Balla should be Bakka. **Motion amended to include the correction; motion carried.**

**Introductions/Announcements** – All present introduced themselves.

**2009 Vilas County Visitor Guide** – Hanley noted Assured had completed the distribution of almost 4000 copies of the 2008 Vilas County Visitor Guide at locations on Hwy 51 south, the Fox Valley and north of Milwaukee.

He further indicated the 2009 Visitor Guide had been sent to the printer and anticipated a mid-December delivery. Assured will again be handling the delivery to Headwaters (for the bulk packet distribution program) and to the local Chambers as needed.

**Musky Marathon** – Christianson noted that while the musky season had ended on November 30<sup>th</sup>, registrations postmarked by December 15<sup>th</sup> would be accepted. To date, there is an approximately 93% release rate of the fish registered.

Regarding future Marathons, she requested the Committee consider ideas for promotional items for the Marathon and passed around catalogues. Some of the items discussed were magnets, photo frames, floating key chains, window clings, pens, rulers/measure tape, etc. **Motion by Rayala, seconded by Bakka that Christianson research the cost of items and return to the Committee with recommendations at the next meeting.** During discussion the Committee determined that if an order needed to be placed before January 1<sup>st</sup>, Christianson should contact Thorpe for approval. **Motion carried.**

**Vilas County Chamber** - McClellan indicated the Chamber continues work on updating the county map and determining a location for the Chamber Annual Dinner, tentatively scheduled for February/March, 2009.

McClellan noted that Lyn Pilch had met with the Vilas County Chamber regarding her company's upcoming affiliation with Vilas County and coordination with individual chamber and county chamber marketing efforts. All members expressed excitement about working with Pilch & Barnet and looked forward to marketing efforts in 2009.

The next Chamber meeting is scheduled for December 18<sup>th</sup> at 1pm at the Minocqua/Arbor Vitae/Woodruff Chamber office.

**Celtic, Inc.** – Burzinski indicated she is working with Celtic to wrap up 2008 and get information forwarded to Pilch & Barnet. She expected all final bills to be received by mid-January.

**2009 Proposed Departmental Publicity Calendar** – Burzinski distributed copies of the Departmental Publicity Calendar to date. As the deadline for contacting her was December 5<sup>th</sup>, Burzinski indicated that she will be contacting the departments that have not yet responded so they can get on the calendar and she can work out any conflicts. The departments would be sent an email reminder at least a month prior to the date they selected. Burzinski reiterated to the Committee that she would help any department requesting assistance in preparing their media material. The Committee all agreed with Burzinski that the goal was not to create extra work for department heads.

While Thorpe noted that additionally the idea had been expressed that this could also be used to uplift department heads and/or employees. Behling felt that perhaps getting the department information out should get off the ground first; additionally he questioned whether the uplifting of department heads and/or employees should rest with the Personnel Committee.

**Out of County Travel** – Burzinski requested approval to attend a North Central ITBEC regional marketing meeting in Antigo on December 9<sup>th</sup>. One option under discussion is having NC ITBEC participate in 4-5 sports shows (NC ITBEC would cover the cost of the booth with member counties rotating responsibility for manning the booth so the only cost to the member county would be the meals and lodging for the employee manning the booth). She should have more details after the meeting. Bakka questioned whether this would duplicate efforts by local chambers. McClellan thought this was not a concern as many chambers do not have the manpower or funding to participate in sport shows. Burzinski indicated that once the sport show schedule was complete, it would be shared with the chambers in Vilas County. **Motion by Rayala, seconded by Teichmiller to authorize Burzinski to attend the December 9<sup>th</sup> NC ITBEC marketing meeting in Antigo; motion carried.**

**Department Reports** – Burzinski distributed discussion information regarding a regional partnership between Vilas and Oneida Counties entitled “Original Northwoods Experience (O.N.E.). This effort would attempt to increase revenues through brand and message development consistent with the State’s branding efforts to create a regional identity, better utilize marketing dollars and to differentiate from and compete with tourism ‘giants’ (WI Dells, Door County, etc.). Behling expressed concern with how the different entities (governmental and non-governmental) would handle financial matters; however, Teichmiller noted the precedent already exists in the County in several other projects (Vilas County Chamber, Solid Waste, Social Services, etc.). The Committee felt that the Counties’ Corporation Counsels would need to review the arrangements somewhere along the line. **Motion by Teichmiller, seconded by Rayala that the Committee endorse the concept of the “Original Northwoods Experience (O.N.E.)” regional partnership between Vilas and Oneida Counties and encourage Burzinski’s participation in its development; motion carried.** Burzinski will keep the Committee updated on the project’s progress.

In another cooperative project, Burzinski updated the Committee on the Wisconsin Department of Tourism, Department of Natural Resources and Governor’s Lac du Flambeau Area Promotion Committee project entitled “Nature is Our Business”. This web-based pilot project will be designed

to promote public lands and the outdoor recreational experiences available. As co-chair of the LdF Area Governor's Promotion Committee, Burzinski indicated the Committee had been selected to participate based on its past experience in bringing several groups together to work cooperatively.

Burzinski distributed copies of the November Monthly Report which showed that while total inquiries for 2008 are below the number requested in 2007; the requests to date for Visitor Guides in 2008 exceeds that of 2007. Total inquiries for 2008 are still behind those in 2007.

**Budget/Approval of Bills** – Burzinski noted that the 2008 budget remains on track. Anticipated billings from Celtic and Pilch & Barnet will zero out the County Promotion line item. The Committee felt these would be appropriate and felt there would be no problem in prepaying these expenses to Pilch & Barnet. **Motion by Rayala, seconded by Teichmiller to approve the bills as presented – Cindy Burzinski – \$219.38; Clermont - \$157.94; PowerCOM - \$30.11; Celtic - \$12,403.28; US Postal Service - \$180.00; US Postal Service - \$3,000.00; motion carried.**

**Correspondence** – Burzinski indicated she'd received a call from the Radisson Hotel regarding possible construction during the Governor's Conference on Tourism in March, 2009. She will be providing Committee members with accommodation confirmation letters before the Conference.

**Next meeting** – Next regular Tourism & Publicity Committee meeting is scheduled for January 6, 2009 at 9am in Conference Room #2. A complete schedule of 2009 meeting dates was distributed.

**Pilch & Barnet** – As Lyn Pilch was unable to attend this meeting to present 2009 advertising proposals, Thorpe polled the Committee as to meeting on December 18<sup>th</sup> at 1pm to view the advertising proposals as they were presented to the Vilas County Chamber. As all were available, **motion by Teichmiller, seconded by Rayala, to schedule a Tourism & Publicity Committee meeting for December 18, 2008 at 1pm, tentatively scheduled for the Minocqua/Arbor Vitae/Woodruff Chamber office (location may change dependent on room availability as held in conjunction with Vilas County Chamber); motion carried.**

**Motion by Rayala, seconded by Bakka to adjourn at 10:25am; motion carried.**

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

Respectfully submitted, Janet Christianson