



Vilas County Tourism &
Publicity Committee Meeting
Page 1 of 3

November 6, 2012

Members Present: Linda Thorpe, Emil Bakka, Leon Kukanich, Ralph Sitzberger
Members Excused: Ron DeBruyne

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

Others Present: Fritz Laeser, Edgewater Inn & Cottages
Theresa Smith, Vilas County Chamber
Janna Kahl, Vilas County Human Resources

Thorpe called the regular meeting to order at 9:00am in Conference Room #2, Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on October 30, 2012.

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

Motion by Sitzberger, seconded by Kukanich to approve the minutes of October 2, 2012 as distributed; motion carried.

Introductions – Kahl was introduced.

Vilas County Tourism & Publicity Director Position Description. Burzinski's updated position description was reviewed. As the position required travel, Kahl noted that 'a valid Wisconsin driver's license and proof of insurance' be added to the qualifications area of the description. Bakka wondered if snowmobiling should be added to item #9; however, during discussion it was noted the snowmobile clubs prepare the maps and trail information not the tourism department. **Motion by Sitzberger, seconded by Bakka to accept the position description as amended at this meeting and forward it to the Personnel Committee; motion carried.** Kahl indicated she would get a revised copy back to Burzinski and inform her when it would be placed on the Personnel agenda.

Musky Marathon – Registrations continue slowly.

Vilas County Chamber. Smith noted the Accommodation Tour was held on October 9th in the Land O'Lakes area with approximately 50 people attending. Mr. Anderson's presentation on Social Media was well received.

The next Chamber meeting was scheduled for November 8th at the Eagle River Chamber office with several items to review:

- a. Final draft of the Vilas/Oneida County map (delivery expected by end of the year) – Bakka wondered how ad sales had gone and Smith noted sales had moved slowly, however, all slots had been filled.
- b. Budget and tentative 2013 media schedule
- c. Appointment of interim secretary due to resignation of Danielle Myszka (Phelps Chamber) to take another position



Pilch & Barnet – Burzinski noted the ads for November/December have been placed with placement of 2013 ads delayed pending budget finalization.

Monthly reports for September and October were received just before this meeting and will be sent with the December agenda for review at that meeting.

Five County Branding Grant – Burzinski indicated the October report for the Northwoods of Wisconsin had also just been received. She noted the banner ads click through rate (.20), the Facebook click through rate (.38) as well as the engaged users (1,129) and the high number of shares on Facebook indicated continued growth of the www.NorthwoodsofWisconsin.com website and the power of promotional cooperation. Copies will be mailed to the Committee.

2013 Vilas County Travel Guide – Burzinski received information from Pilch & Barnet regarding slow ad sales for the 2013 Guide and will be talking with them further. A proposed ‘value added’ option - to include advertising businesses in a ‘featured business’ area on the appropriate category (accommodation, dining, etc.) page was reviewed. The Committee felt this was a great opportunity to further advertise the area and gather data for a possible department revenue source; however, they felt Corporation Counsel should be consulted about individual businesses being listed on the website. Burzinski will forward the information to Corporation Counsel.

The Committee also reviewed the draft format of the 2013 Visitor Guide as Pilch & Barnet are still placing and updating information. The Committee felt the format and layout was good and as the Guide is scheduled to be finalized and to the printer before the December meeting, the Committee authorized Burzinski to proof and approve the Guide as needed.

Correspondence/Communication – Thorpe reminded Committee members that evaluations of department heads are due by November 30th.

Sitzberger noted the Town of Land O’Lakes has a new website and two new fishing piers will be installed by next spring with information provided to the Tourism Department to use as needed.

Burzinski updated the Committee on budget hearing information.

Department Reports – Burzinski distributed the October monthly report and noted that visits to the website were up. While inquiries were down, which is normal for this time of year, there was some concern with the low number and Pilch & Barnet’s web team were reviewing.

Burzinski noted that the International Trade, Business and Economic Council (ITBEC) marketing committee was continuing work on a new website design which has been a cooperative effort of the 11 counties. The marketing committee was also working on finalizing show attendance for 2013 for the WBAY RV show in Green Bay in January; The Madison Fishing Expo in February; and Canoeopia in Madison in March.



Burzinski updated the Committee on the Vilas Area Silent Sports Association (VASSA) meeting and preliminary discussion of a cooperative effort between Tourism & Publicity, the County Chamber and VASSA to possibly apply for a Joint Effort Marketing (JEM) grant to create a road-style type map of trails, paddling routes, etc. This was a preliminary discussion and there are many ideas about how this could develop and Burzinski will keep the Committee updated.

Bakka asked about the status of the Northwoods of Wisconsin copyright. Burzinski will get an update from Pilch & Barnet.

Burzinski noted the next meeting of the Destination Vilas County committee would be November 16th at 8am. Bakka indicated he would be attending. With the direction undertaken by the committee, Burzinski noted the need to have the local chambers involved.

Out of County Travel – None not already approved

Paid Bills Report – Burzinski distributed copies of the Paid Bills Report for October (noting some October bills were not received until November and were not included) along with a monthly budget update. Per previous discussions between Burzinski and the Finance Director, both were aware of the negative line balances in both Postage and Telephone and both felt the department would be okay in the overall budget.

Motion by Sitzberger, seconded by Bakka to accept the Paid Bills Report and budget update as presented; motion carried.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for December 4, 2012 at 9am in the Justice Center Training Room (note change of location).

There being no further items on the agenda, Thorpe adjourned the meeting at 10:25am.

Respectfully submitted, Janet R. Christianson

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