



Vilas County Tourism &
Publicity Committee Meeting
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April 3, 2012

Members Present: Linda Thorpe, Emil Bakka, Ron De Bruyne, Leon Kukanich, Ralph Sitzberger

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

Others Present: Lyn Pilch, Pilch & Barnet
Fritz Laeser, Edgewater Inn & Cottages
Alan & Sue Drum, Northwoods Citizens for Responsible Stewardship
Lorie Gerlach, Northwoods Citizens for Responsible Stewardship
Jim Joyce, Northwoods Citizens for Responsible Stewardship
Joe VanDeLaarschot, 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 27, 2012.

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

Motion by Kukanich, seconded by Bakka, to approve the minutes of March 13, 2012 as distributed; motion carried.

Introductions – All parties were introduced.

Northwoods Citizens for Responsible Stewardship – S. Drum distributed a position paper on all terrain vehicle use on Vilas County public lands and highways and spoke on items in the paper. The Committee thanked her for the information.

Musky Marathon – Following discussion of the new general statewide 40” muskellunge legal length (with the exception of six (6) Vilas County lakes), the Committee requested a review of the Marathon rules by the County’s Corporation Counsel regarding any consequences should the Marathon accept registrations for muskies less than 40”. Christianson will prepare the request to Corporation Counsel. The Committee will review any comments and finalize the rules at the May meeting.

After reviewing various prize options, **motion by DeBruyne, seconded by Bakka to approve reordering 144 of the towels used in 2011 in a different color and to authorize the reordering of Fast Tie Knot Tyers in a quantity sufficient for the 2012 season not to exceed the line item budget amount; motion carried.**

Vilas County Chamber. The next Chamber meeting is April 12 in Presque Isle. DeBruyne asked about the Annual Chamber dinner and Burzinski indicated it had been well attended with many comments about the excellent food and how nice it was having Deputy Secretary Fantle speak.

Pilch & Barnet – Pilch reviewed the Shift Your Gears promotion noting Vilas County had 26 entries with Boulder Junction receiving 32 entries during the first phase just ended March 31. The second



phase (online voting on the 3 finalists for each destination) should begin shortly after Easter and run through April 30th. The donation support had been so terrific Pilch & Barnet were developing a '2nd chance opportunity' so all donations could be distributed.

Pilch indicated ad placements (TV in Chicago and Milwaukee and banner ads on JSOnline) would be starting around May 1 and run alternate weeks to extend the advertising message.

Pilch informed the Committee that her agency had been hired by Grow North Regional Economic Development Corporation to develop a marketing plan. Essentially the initial work with Grow North will be educationally directed – what Grow North is, how it interacts/interconnects with other area organizations (such as the Vilas County Economic Development Corporation), and determining their direction. Asked about possible conflict, Pilch indicated that while tourism is the leading economic base in Vilas County, Grow North, which encompasses multi-counties, has broader economic concerns i.e., infrastructure, broadband access and job creation. While there may be issues both entities may come together on, she did not believe there would be conflicts as each entity has different missions, target markets and marketing needs. She indicated she would be meeting later this week with Grow North for a discussion session

Five County Branding Grant – Pilch indicated the 2nd year grant application had been submitted with grant awards announced by the end of April. The app and additional itineraries (for TheNorthwoodsofWisconsin.com) are being fine tuned with anticipated completion by May 1.

2012 Vilas County Travel Guide – Pilch noted there were two (2) outstanding invoices remaining.

Tourism Shows and Expos – Burzinski indicated the final attendance numbers for the Madison Fishing Expo and Canoecopia had not yet been received by North Central ITBEC.

Out of County Travel – None not already approved.

Department Reports – Burzinski distributed the monthly report for March noting both inquiries and website visits had increased over the same time period last year (March '11).

Budget/Approval of Bills – Burzinski distributed the monthly budget report noting the 2012 detail report was not yet available from the Clerk's office.

Motion by Sitzberger, seconded by Kukanich, to approve the budget and bills as presented: Pilch & Barnet - \$3,200.00; Janet Christianson - \$42.18; Cindy Burzinski - \$39.96; Lambeau Telecom - \$26.61; US Postmaster - \$500.00; motion carried.

Agenda Format & Department Oversight Activities – Thorpe indicated the Legislative & Judicial and Executive, Ethics & Insurance Committees are continuing review of this item. At this time, it can be removed from the agenda.

Correspondence/Communication – Thorpe noted a letter of support had been written for Burzinski for her application for appointment to the Governor's Council on Tourism for the northern region.



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Sitzberger noted that Discover Wisconsin would be airing a segment on Land O'Lakes on Saturday, April 7 at 5pm on Channel 9.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for May 1, 2012, at 9am in Conference Room #2.

There being no further items on the agenda, Chairperson Thorpe adjourned the meeting at 10:40am.

Respectfully submitted, Janet R. Christianson

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