

Members Present: Linda Thorpe, Emil Bakka, James Behling, Ron DeBruyne, Leon Kukanich

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

Others Present: Theresa Smith, Vilas County Chamber  
Fritz Laeser, Edgewater Inn & Cottages  
Lyn Pilch, Pilch & Barnet

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 July 27, 2010.

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

**Motion by Bakka, seconded by Kukanich to approve the minutes of July 6, 2010 as distributed; motion carried.**

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

**Musky Marathon** – Christianson noted that registrations were going well; as of July 31 there were 67 muskies registered which is the most registered this early in the Marathon in the last ten years.

**Vilas County Chamber** – As several road changes had been noted, Smith noted the County map would be delayed slightly while the base directory is updated. This also allows some additional time for ad sales. She anticipated the final proof would be available for review at the Chamber's September meeting.

The next meeting will be August 12th at 1pm in Lac du Flambeau.

**Pilch & Barnet** – Pilch presented the 30-sec fall video developed in cooperation with Discover Wisconsin footage. The video is scheduled to run in the Chicago (public television) and Milwaukee (CBS 58) markets starting the first week in September; tentatively scheduled for the morning & evening news and mixed prime time slots. Pilch indicated funding for the production of the video, a replacement for the Original Gangster's Paradise grant fall video, was covered in the budget. **Motion by DeBruyne, seconded by Kukanich to approve the video as presented; motion carried.**

Pilch noted the direct mail piece had been finalized and was ready for distribution in the next several weeks. The fall newsletter was also ready for distribution during the first week of September.

Evaluation forms have been distributed to the Artists Interactive promotion participants and Pilch & Barnet will be working on the final report. The website remains active with many events listed through the remainder of 2010.

Pilch & Barnet will be meeting with UW-Extension agents from the five (5) counties involved in the branding grant application for additional information and input. After reviewing the grant criteria and the grants that were funding the first round, Pilch felt the grant had a good chance of being approved. The deadline for submission is September 1<sup>st</sup>.

To keep things moving, Pilch noted she would like to begin discussion in September with the Committee on 2011 budget and media items. Thorpe indicated they would include 2011 Budget and 2011 Pilch & Barnet publicity agency contract on the September agenda.

Pilch & Barnet's June Marketing Report was distributed for review and it was noted that website visits continue to rise as do Twitter and Facebook contacts. The trend continues for last minute vacations. Smith agreed noting several calls to her office request information with a 24-48 hour traveling window.

Pilch indicated receiving information that the Wisconsin Department of Tourism was expecting a 10% budget cut; however what the cuts would affect was unknown at this time. She noted that a public relations familiarization tour grant was being developed focusing on three (3) aspects of the state: Mississippi River, Northwoods and Culinary. Details at the state level are still being worked out; however, Pilch wanted the Committee to be aware of the project and the potential to present the area. Pilch & Barnet are watching this project and intend to build some funding into the 2011 budget for this.

**Vilas County Travel Guide** – After a brief overview of the tentative layout for the 2011 Visitor Guide, various updates to sections of the Guide were discussed.

- Community section - to provide a more cohesive look, new narrative, within 140 words, would be developed for review by the communities. Also use photo depicting an attribute of the community.
- Recreation section – develop a narrative on area recreational opportunities
- Lakes – develop introductory narrative; rework the table to include location (community). It was noted the Department has contacted Ted Ritter of the Land & Water Conservation Department for additional lake information.
- Trails – rework the introductory narrative and possibly include more photos; include the trail locations information on the center map page along with identifiers on the map
- Museums & Things to See & Do – rework to combine in same section; provide more cohesive look with new narrative, developed within 50 words, along with interior museum photos and activity photos.
- Events – provide more cohesive look and consistent format with descriptions developed within 25 words; emphasis placed on events that would draw people to the area.
- Advertisers – provide more cohesive look and consistent format; looking for additional ad sales to expand the divisions available (i.e. add restaurants, rentals, etc.)
- Other ideas - rework narrative to cross promote travel itineraries and, dependent on ad sales and available space, develop seasonal pages and incorporate more photos wherever possible.

There was considerable discussion regarding the proposed updates, along with the possible reduction of events listed in the Guide. Burzinski & Smith agreed further discussion regarding the events would be held at the August Chamber meeting.

Pilch indicated that after the first month of ad sales, Stephanie has noted good response from 2010 advertisers to continue and positive responses from restaurants to the proposed on-line coupon option.

During discussion it was noted that the Minocqua/Arbor Vitae/Woodruff Chamber had recently changed its name to the Minocqua Area Chamber.

**Tourism Letter** – Burzinski noted she should be receiving information on the Wisconsin Department of Tourism budget for the letter. Noting the current number of candidates, it was the general consensus of the Committee that the letter be held until after the primary and then sent to the remaining candidates.

**Logo and Style Guidelines for Vilas County** – In an effort to provide information to both the Finance and Public Property Committees on standardizing the Vilas County logo, Burzinski noted a memo had been distributed to all department heads asking if and how they use any of the three (3) styles of the Vilas County logo designed some years ago for the then Advertising Department. Responses have been generally positive in that many department use at least one of the logos, others using older letterhead are interested in switching, while others are not able to use it as they are required to use some other logo.

As the logo was developed using a MAC, Burzinski noted the fonts are not compatible with the PC's used in the courthouse. To develop a template for all departments to use, she would like to work with Pilch & Barnet to redraft the logo for PC use. **Motion by Behling, seconded by Bakka to authorize Burzinski to work with Pilch & Barnet to convert the logo to PC compatible & develop a PC compatible template for letterhead, business cards and clothing along with the style guidelines for logo usage; motion carried.** Burzinski noted she would like to have the department heads review a draft template and Pilch felt a draft template could be available by their August 18<sup>th</sup> meeting.

**Out of County Travel** – None.

**Department Reports** – Burzinski distributed copies of the July monthly report and noted the new format contains both page view and unique page views for the top pages viewed in July. Behling noted the unique page views was a valuable piece of information to have and appreciated it being included.

Thorpe had responded to requests from the Towns of Conover and Phelps for a letter of support for the Wisconsin Department of Transportation grant application each Town is developing for the improvement of two sections (total of 8.3 miles) of a multi-use trail connecting the two communities. The deadline for application was August 2<sup>nd</sup>. A copy of each letter was passed around for review.

**Budget/Approval of Bills** – Copies of the budget were distributed with Burzinski noting the budget remains on track. The resolution from the Finance Committee to reinstate the \$24,200 to the Department's 2010 budget should head to August County Board meeting.

**Motion by Bakka, seconded by Kukanich to accept the budget as presented and approve payment of the bills as presented - Cindy L. Burzinski - \$33.00; Janet Christianson - \$21.00; Lambeau Telecom Co - \$34.89; Pilch & Barnet, Inc. - \$2,000; motion carried.** (DeBruyne left for meeting).

**Correspondence** – None.

**Next meeting** – Next regular Tourism & Publicity Committee meeting is scheduled for September 7, 2010 at 9am in Conference Room #2.

**Motion by Bakka, seconded by Kukanich to adjourn at 11:06am; motion carried.**

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

Respectfully submitted, Janet Christianson