



Vilas County Tourism &
Publicity Committee Meeting
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December 4, 2012

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

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
Conrad Heeg, Eagle River Chamber & Visitors Center & Vilas County Chamber
Lyn Pilch, Pilch & Barnett

Thorpe called the regular meeting to order at 9:00am in the Sheriff's Department Conference Room, Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on November 27, 2012.

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 Kukanich, seconded by Sitzberger to approve the minutes of November 6, 2012 as distributed; motion carried.

Introductions – Heeg was introduced to the Committee.

Musky Marathon – Christianson noted registrations accepted through December 15th, with the preliminary report and drawing materials ready for the January meeting. General discussion held regarding the 2012 registrations along with ideas for promoting the upcoming 50th Annual Marathon in 2013.

Vilas County Chamber. Smith passed around a copy of the winter issue of Fun in Wisconsin showing the chamber ad. Work has begun on the Chamber annual dinner to be held in Eagle River (date and location pending). The next chamber meeting is scheduled for December 13th in Eagle River.

Five County Branding Grant – Pilch reviewed the project (bi-monthly report previously mailed) and noted the development of the iPhone & iPad apps. A meeting of the partners was scheduled for later in the afternoon to discuss applying for 3rd year grant funding. The NorthwoodsofWisconsin website provides additional no/low cost exposure for Vilas County and vice versa.

Pilch & Barnet – The agency is working with Burzinski on ideas for a Joint Effort Marketing (JEM) grant proposal for 2013. The Committee felt it important for the Department to develop revenue sources for the next budget cycle. They also thought it may be beneficial to be more visual (presentations and displays) and vocal (press releases, updates, etc.) to County Board supervisors about the accomplishments and projects undertaken by the Department and the effects of tourism.

With the 2013 Department budget approved, Pilch reviewed the proposed promotional marketing budget and discussed revisions in the TV ad section. Noting that media costs are estimates (due to the fluid market), the limited promotional dollars are spread as effectively as possible to cover print, direct mail,



Internet, and television media as well as utilize co-op dollars. **Motion by DeBruyne, seconded by Sitzberger to approve the promotional marketing budget as reviewed and revised; motion carried.** The revisions will be made and a final promotional marketing budget will be prepared for the next meeting.

2013 Pilch & Barnet Contract – Burzinski noted the 2013 renewal contract for Pilch & Barnet had no changes from the 2012 contract and had been approved by Corporation Counsel. As there were no changes and Corporation Counsel approved, the Finance Director indicated he did not need to review the renewal contract. Burzinski noted the account services fee, which had not increased since the initial contract, included not only items such as coordination of the marketing plan, ad placement, market research, tracking and press kits, creative writing assistance, tourism related grant writing and unlimited telephone and email assistance but also provided assistance for requests such as the creation of the uniform letterhead, agendas, and business cards for all Departments. **Motion by DeBruyne, seconded by Bakka to approve the Pilch & Barnet 2013 Renewal Contract for advertising/marketing services; motion carried.**

2013 Vilas County Travel Guide – As ad sales (extended to December 5th) are below the goal set for full production, the Committee discussed options. As the Committee's next meeting is after the print deadline, **motion by Bakka, seconded by Kukanich, that should ad sales be insufficient to proceed with printing of 35,000 copies of a 60-page Vilas County Visitor Guide, that Pilch & Barnet is authorized, based on completed ad sales, to determine the best option (decreased number of Visitor Guides printed and/or decreasing the number of pages in the Visitor Guide while maintaining the 60/40 content to ad ratio) to complete the 2013 Vilas County Visitor Guide; motion carried.**

Both Burzinski and Pilch noted discussion of ideas for the 2014 Guide. Smith relayed comments from a business which included: decrease the ad costs, decrease the quality of the paper used in the Guide, decrease some content (such as remove the maps), and use County dollars to fund the Guide. The Committee appreciated Smith bringing these comments forward and for Pilch and Burzinski discussing ideas for change. Burzinski stressed the Vilas County Visitor Guide was designed to complement the community Guides and provide overall information about the County. Heeg appreciated the complementary style of the Vilas County Guide noting it would not be fiscally possible for the detailed community Guide to include the same information.

Out of County Travel – Burzinski requested approval to attend the grand opening of the Wisconsin Travel Information Center in Menomonie on December 11 and the Governor's Economic Summit in Trego, December 13-14. **Motion by Kukanich, seconded by Sitzberger to approve mileage, lodging and meals for Burzinski's trip to Menomonie and Trego; motion carried.**

Department Reports – Burzinski distributed and discussed the November monthly report.

Paid Bills Report – Burzinski distributed the Paid Bills report and noted budget items remain on track for 2012.

Correspondence/Communication – Committee members reviewed the correspondences received from Bradley and Burrill. During discussion, the Committee members indicated several concerns including the perceived change in direction taken by the Corporation. Vilas County and its individual chambers are



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unique and have a well established, cooperative working relationship to promote tourism in Vilas County. Vilas County has also established several inter-county/intra-governmental project partnerships that have been of benefit to all entities.

To develop an open, working relationship, the Committee directed correspondence be prepared inviting and encouraging members of the Vilas County Economic Development Corporation to attend Tourism & Publicity Committee meetings.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for January 8, 2013 at 9am in Conference Room #2 of the Vilas County Courthouse.

There being no further items on the agenda, Thorpe adjourned the meeting at 11:33am.

Respectfully submitted, Janet R. Christianson

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