



Vilas County Tourism &
Publicity Committee Meeting
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June 10, 2014

Members Present: Steve Doyen, Mark Rogacki, Ken Anderson, Paul Hennes, Art Kunde

Others Present: Cindy Burzinski, Vilas County Tourism
Janet Christianson, Vilas County Tourism
Lyn Pilch, Pilch & Barnet
Bob Egan, Vilas County Economic Development Corp.
Holly Pettersson, Vilas County Chamber
Ron DeBruyne, Chair, Vilas County Board

Doyen called the regular meeting to order at 10am in Conference Room #2, Vilas County Courthouse, Eagle River, WI. The meeting was properly posted and notices sent to all media provided on June 3, 2014.

Motion by Anderson to accept the Agenda at the Chair's discretion, seconded by Rogacki, motion carried. Motion by Rogacki to accept the minutes of the May 5 meeting as distributed, seconded by Anderson, motion carried.

Introductions – all present introduced themselves.

Musky Marathon/Fishing Promotion – As requested, Pilch provided three (3) alternative fishing promotions along with a tentative budget: a redesigned Marathon (no prizes, a brag-board approach); a youth fishing promotion (anglers 15 and under, all species); and an all angler fishing promotion (all ages, all species). Noting the promotion's late start, the 2nd and 3rd options would run 7/1 through 8/31; however, if continued beyond 2014, the dates could be extended. **Motion by Anderson to authorize the ad agency to develop the option 2 promotion – Kid's Fishing Promotion, seconded by Hennes.** During discussion it was requested the promotion extend to mid-September (date determined to be 9/14) and a question was raised regarding multiple entries. Rogacki recommended the motion should be for the Department Head, not the Committee, to work with the ad agency on the promotion. **Motion by Anderson, seconded by Hennes to amend the motion to 'authorize the Department Head to work with the ad agency to develop the option 2 promotion – Kid's Fishing Promotion, seconded by Hennes; motion carried. When the question on the original motion, as amended was called, motion carried.** Burzinski noted she will be working with Pilch to develop a prize package and Doyen volunteered to provide a Half-Day-With-A-Guide as part of the package.

Economic Development Corporation Report – Egan presented updates on Economic Development Corporation, incubators and E-seed classes.

Vilas County Chamber – Pettersson provided an update on Chamber activities including ad sales for the Vilas/Oneida County Map. Next meeting is June 12 at 1pm in St. Germain.

Pilch & Barnet – Pilch reviewed the April monthly report.

Northwoods of Wisconsin Five County Branding Grant – As grant funding is completed, Pilch will be meeting with the partnership regarding future planning and a fall promotion.



Vilas County Trail Map/App Grant Project – Copies of the map were distributed. Burzinski and Pilch noted the app had been approved and links to the maps as currently found in the travel guide. After a press release regarding the app, advertising of the app will be via banner advertising, Facebook and links from Chamber websites. It was recommended checking with Discover Wisconsin and outdoor writers and Pilch indicated they are also being considered now that the app has been approved. Phase II (interactive maps) of the project is proceeding with testing planned for mid-summer.

2015 Vilas County Travel Guide Contract – Burzinski distributed copies of a proposed contract with Pilch & Barnet for the 2015 Vilas County Visitor Guide with the Tourism and Publicity Department conducting the ad sales. Corporation Counsel is reviewing for signing at the July meeting.

Department Report – Burzinski distributed draft copies of the 2013 Annual Report for the Department of Tourism and Publicity for Committee review prior to the July meeting. The County Profile reviewed at the May meeting had been distributed to all county board supervisors.

Monthly Budget Summary – Burzinski reviewed the budget, noting a separate line item had been created for the Joint Effort Marketing (JEM) grant and the County Promo line item adjusted. As questions remain regarding use of sales tax revenue, Burzinski noted she would be meeting with the Finance Director within the week.

Correspondence/Communication – Noting the number of agenda notifications distributed, Doyen confirmed that as many as possible were via email to reduce mailing costs.

Next meeting – The next meeting is set for July 8 at 10am in Conference Room #2. The meeting dates for the rest of 2014 were also noted. Kunde indicated he would be unable to attend the August meeting.

Adjourn – Doyen adjourned the meeting at 11:49am.

Respectfully submitted, Janet R. Christianson

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