

Oneida County Tourism Meeting Minutes  
Oneida Village Inn – Three Lakes  
December 5, 2011

Present: Dan Kuzlik, Sarah Pischer, Kari Zambon, Diane Hapka, Connie Madden, Skip Brunswick, Lara Reed, Lyn Pilch

Not present: Billy Fried, Gary Baier, Romelle Vandervest, Kim Baltus

1. **Call to Order** – the meeting was called to order by President Diane Hapka at 1:40 pm
2. **Approve Agenda** – Motion Madden/Zambon; motion carried
3. **Officers** – Hapka encouraged members to put the word out and encourage volunteers to fill the Officer positions. Will ask for nominations at the February meeting. We are in need of a secretary.
4. **Approve October 3 minutes** – Request made to include more information in the Community reports section of the minutes. Motion Zambon/Madden to approve minutes; motion carried
5. **Approve Treasurers Report** – Connie Madden; still in need of \$1,000 dues from Pelican Lake and St. Germain Chambers. Bill in St. Germain told Zambon he was interested in continuing with OCTC. We are unsure of Pelican Lake. There will be another grant reimbursement coming and there is one bill due to Pilch and Barnet for \$14,686.43. We will be able to carry over the remaining budget from 2011 to 2012. Madden will double check with Margie but we have done this in the past. Pilch and Barnet can pre-bill if we need to spend the remaining dollars. Motion made Kuzlik/Zambon; motion carried.
6. **Approve Invoices** – Connie Madden; Pilch and Barnet invoice mentioned above. Motion Zambon/Reed; motion carried.
7. **Dates of Future Meetings** – February 6<sup>th</sup> in Lake Tomahawk at the Sloan Community Center
8. **JEM Branding Grant Update/Pilch & Barnet Update** – Lyn Pilch; 2011 Budget we were over on phones but under on postage so the two items balance each other out. The trail guide can be pre-billed as we discussed earlier to spend final 2011 budget dollars. Oneida County Board of Supervisors approved \$85,000 in the budget. We requested \$95,000.

Discussion among the committee regarding the mis-identification on the County Board's budget for the Tourism Budget. It was categorized as Advertising which no one caught and we were not given a chance to present/justify/defend our budget request. Luckily because we are currently carrying a balance we don't have to make any cuts to the approved 2012 Budget. Also, discussed that Vilas County increased their budget for tourism. Pisher volunteered to give a "Power of Tourism" presentation to the County Board in the coming months.

Pilch discussed the 5 County Project. Conference calls are continuing and we are moving forward with the production of a smart phone app which will be an interactive personality quiz game app. It will address the items we learned from the survey included education on what your Northwoods vacation could look like. The app will launch at the Governor's Conference on Tourism in March. Total cost for App to OCTC is \$2,000. Motion to use \$2,000 in dues money to cover our portion of the App creation made by Zambon. Second by Kuzlik. Motion passed.

Oneida County Visitor Guide will not contain Ads. More event and community info will be included. The cost to produce will be going down from 84 cents a packet to 64 cents. Pilch said the recommendation is to start production on the guide now but not launch until the others are gone, which should be in May.

ITBEC will be again going to Sports Shows so be looking for emails from P&B for time slots that need to be filled and volunteer as you can. We will not be doing the 2012 State Fair.

- 10. Artists Interactive Update** – Dan Kuzlik; ArtStart currently has a lot of momentum but wants a bit more information on the Artists Interactive Program before taking it over. We would still support the program if ArtStart were to run it. Vilas County did take the item out of their budget. Dan will reinforce the message if Lyn can send the bullet points to him and Ken Juon.
- 11. ITBEC Report** – Zambon in now on the committee. P&B's website proposal to the group was accepted but the group felt it was best to go through the PFP process.
- 12. State Tourism Report** – Sarah Pischer; David Zucker a Wisconsin native is producing the Winter film/ad campaign. This will be shot on January 9<sup>th</sup> and run in the Chicago, Milwaukee and Minneapolis markets. The online portion of the Winter campaign kicked off last week. We are again doing the internal wraps on trains in Chicago. The idea of the campaign is indoor/outdoor fun. The department is doing PR visits, desk side face to face visits to talk up Wisconsin. Secretary Klett and Deputy Dave are also doing editorial boards about the things that have been going on over the last 11 months in the department. The 2011 Fiscal grants that were awarded have been released and the group was given a handout and as well as handout on the MidWestern Travel Fun Facts. Remember to attend the Governor's Summit at the Waters in Minocqua on December 13<sup>th</sup> and 14<sup>th</sup> if you are able. The Governor's Conference on Tourism will be March 4<sup>th</sup>-6<sup>th</sup> in Green Bay.
- 13. Grow North & OCEDC Report** – Dan Kuzlik; the 5 county grant was discussed and Grow North adapted our new logo into a logo they can use that compliments ours. The group believes there are big opportunities for us to "brand" together the Northwoods. Their general membership meeting will be held on January 18<sup>th</sup> in the Crandon area. Broadband infrastructure continues to be a big item for the group.
- 14. OCTC Community Relations Report** – Dan Kuzlik; in addition to the Governor's summit Vilas County Economic Development is holding a side meeting with the Governor in St. Germain on December 13<sup>th</sup>.

**15. Community Reports** - nothing

**16. Public Comments** – nothing

**17. Items for the next agenda** – elections, recruiting a Minocqua representative, Grow North Branding report

**18. Motion to adjourn** – Brunswick/Reed; motion carried.

Respectfully submitted,  
Lara Reed