

Oneida County Tourism Meeting Minutes
Rhineland Chamber of Commerce
April 2, 2012

Present: Billy Fried, Gary Baier, Sarah Pischer, Romelle Vandervest, Kari Zambon, Diane Hapka, Connie Madden, Lyn Pilch, Lara Reed, Kim Baltus

Absent: Skip Brunswick

1. **Call to Order** – the meeting was called to order by President Diane Hapka at 1:30 pm
2. **Approve agenda** – Motion Vandervest/Fried; motion carried
3. **Approve February minutes** – the February minutes were not forwarded on to the group; this item is tabled until the June meeting
4. **Treasurers Report** –Connie Madden; our 2012 budget from Oneida County is down to \$85k from \$95k last year. The report states we have \$86k remaining in our budget but we have two invoices to pay so the remaining budget is \$64k once those are paid. At the next meeting Madden will present our budget versus our actual spending. Motion Vandervest/Fried; motion carried
5. **Approve Invoices** – Connie Madden; there are two invoices to approve. First the travel expenses for Tamra Anderson to attend the Green Bay Camping Show on our behalf and second a bill from Pilch and Barnet for services. Motion Fried/Vandervest; motion carried
6. **Dates of Future Meetings** – June 4, 2012 in Rhineland at the Rhineland Chamber of Commerce
7. **JEM Branding Grant Update** – Lyn Pilch; the year two grant application was submitted. It included letters of support from all the communities in the five counties. The application was first sent to Sarah Klavas for a review and suggestions. There were some minor updates made before the grant was submitted.
8. **Pilch & Barnet Report** – Lyn Pilch; the SmartPhone App is now complete and promotion will begin next week once all of the itineraries from the counties are turned in and finalized. The itineraries for Oneida County were kept generic as far as lodging and dining but more specific in regards to attractions. The I-Phone version is still not approved. The Shift Your Gears promotion is moving into the voting phase. Overall the 12 destinations received 161 entries, 10 of those were for Oneida County. Those will be narrowed to three which will be voted on. The Oneida County website redesign schedule was handed out to the group. The first thing we should be looking for is an email on the copy. TV ads will be running the week before opening fishing weekend with a week on/week off schedule in the Madison and Milwaukee markets through June. The Let it Snow contest has wrapped up and we received 2,000 entries. Overall our fans on Facebook grew by 216%, our interactions on Facebook are up 157% and our e-newsletter subscriptions are up 408%. Pilch will email Reed the specifics to forward on to the entire group.

9. **State Tourism Update** – Sarah Pischer; the Power of Tourism presentation for the Oneida County Board was discussed. It was decided that the presentation should first be given to the Finance Committee in August and to the full board in September. Pilch and Pischer will work together to finalize the presentation. The Department launched a Customer Service Initiative at the Governors Conference on Tourism. This presentation can be utilized by OCTC as needed. The Travel Green Workshop has been scheduled for April 18th at 10am at the Pointe Hotel in Minocqua. Pischer will be sending information for the group to forward out to Members. The Governors Council meeting in April has been moved to May 17th so there will be an update for this at the next meeting as well as information on the final promotional pieces for the summer campaign. The Department has also finalized a partnership with Southwest Airlines to help bring travel writers to the state and you can find more information about this on the industry website. Pischer gave a brief update on the Governors Conference on Tourism held in March. Highlights from the event included key note speakers on social media, customer service and updated economic numbers. The discussion on the Northwoods was also highlighted Pischer indicated that from this breakout a small group has formed to figure out the best way to move forward tackling the tourism specific issues facing the Northwoods. Items like partnerships, marketing dollars and fact that many traditional resorts are closing. The committee will be opened up to all interested in participating but no physical meeting will happen prior to national tourism week May 5th through 13th.
10. **ITBEC Report** – Gary Baier; the Board and Tourism Council held their meetings last Thursday. The annual meeting for the group will be held the last month of April and will be in Lac du Flambeau. Baier also wanted to acknowledge the passage of a bill that will require single family residential rentals to do so by the month. He also mentioned the group discussed the future participation in the Chicago Sports Show.
11. **Grow North & OCEDC Report** – Lyn Pilch; a meeting will be held on Tuesday April 3rd to discuss moving forward with Grow North's marketing plan. The meeting is at 1pm at Nicolet College
12. **Grow North Membership Approval** – continued Membership in Grow North is \$100 for the year. Motion to approve Membership made by Zambon/Baier; motion carried
13. **Community Reports** - none
14. **Public Comments** – none
15. **Items to include on next agenda** – County Board presentation and discussing moving our meetings to the evening
16. **Motion to adjourn** – Fried/Madden; motion carried

Respectfully submitted,
Lara Reed