

Oneida County Tourism Meeting Minutes
Oneida Village Inn – Three Lakes

August 5, 2013

Present: Kim Baltus, Lara Reed, Romelle Vandervest, Bob Martini, Kari Zambon, Connie Madden, Gary Baier, Sarah Pischer, Skip Brunswick, Tim Brown, Lyn Pilch

1. **Call to Order** – the meeting was called to order by Romelle Vandervest at 1:35pm. The agenda for the meeting was not posted with 24 hours notice however so no action will be taken during today's meeting we will only be discussing items.
2. **Approve Agenda** – the agenda could not be approved without proper notice. We will send out an E-agenda for approval at a later date.
3. **Approve June Minutes** – the minutes were reviewed but could not be approved without proper meeting notice. They will be included with the E-agenda.
4. **Treasurers Report** – Madden handed out her report and discussion was held. She indicated that because of the underpayment from the state for the JEM grant that money would be subtracted from our total budget of \$100,000. The reasoning for this is that the County paid a total of \$40,000 to Pilch and Barnet but we only got reimbursed \$35,550 so the overpayment needs to be recouped. Again without enough notice given for the meeting the treasurer's report could not be approved and will be included in the email meeting.
5. **Invoices** – Madden will also include the invoices in the email meeting which include one for Pilch and Barnet, one for travel expenses for Kari Zambon for the Madison Fishing Show and WIGCOT and one invoice to the Tomahawk Chamber for ITBEC sports shows.
6. **Dates of Future Meetings** – next meeting will be October 7th in Lake Tomahawk; December 2nd in Minocqua.
7. **JEM Branding Grant Update**- Lyn Pilch; we were notified of the difference in our grant request amount and award. We applied for \$20,000 but were awarded \$15,000. The reasoning is that the Department wanted to fund more projects so to do this all requests were decreased by a bit. We have our next meeting tomorrow (8/6) at the Rhinelander Chamber to discuss our third year projects. We already adjusted the budget for the \$5,000 we didn't receive, to do this we pulled the banner advertising from the Fox Valley area. Pilch also handed out two separate reports with statistics on the project.
8. **Pilch & Barnet Report** – Lyn Pilch; the quarterly marketing report was handed out. We will be launching our fall marketing at the end of the month. The Photo Fail contest has been narrowed down to 25 entries that will now be voted on, the voting will launch this week. To view all of the photos log on to vacationphotofail.com. We also have the Hook Line and Sinker contest which we had 466 entries in from June through July. The winner will be getting lodging and a guided fishing trip.
9. **Timing for OCTC presentation to the County Board** - Baltus said she has contacted Mary Bartelt and we are on the schedule for the County Board meeting on August 20th at 9:30am. She was told going to the Administration Committee meeting would be duplication of efforts so that has not been set up. It was decided that while it might be a bit of duplication we should still go

before the committee because they make the budget recommendation to the full Board. Baltus will get this set up and let us know a date. Pilch then went over a presentation she has prepared for the presentation. Discussion was held and feedback from the group was given. Pilch will work with Baltus to adjust the presentation so she is ready to give it on the 20th. There was also some paperwork from the County Finance Department regarding our budget requests and top priorities that Baltus will fill out and get back to Margie.

10. **2014 Budget** - Lyn Pilch; the 2013 budget was handed out as a basis and beginning point for our discussion. For now we will work with the \$100,000 budget number and adjust if we need to. Discussion was held regarding our priorities for 2014. Our demographic focus on Madison, Milwaukee and Chicago will be the same. Our online and website focus will continue. Instead of television production costs we will have dollars to run the new commercials. We will also continue to have our promotional and contest items. Pilch will take our feedback and bring a draft budget to the next meeting in October.
11. **State Tourism Department Report** – Sarah Fischer; handed out the Fall Event guides which were just printed. The book is just a sampling of events so remember that and if you want events included make sure the extranet is up to date. Fischer also sent a link this morning to the new television commercials with Jordy Nelson so check them out. The date for the Governors Northwood Economic Summit has been set for December 5th and 6th no location yet but mark your calendars. Remember if you have any awards to send those to Sarah. The Ready, Set, Go Grant deadlines have been changed to September, January and March 1st.
12. **ITBEC Report** – Kari Zambon; there will be teleconference meeting to discuss the recent RFP sent out. The group is looking for a new marketing firm to help promote the new website. The group did not get the type of information they were looking for so they are going to look at the letter and request again.
13. **County Board Presentation on Tuesday August 20, 2013** – was discussed earlier
14. **Grow North & OCEDC Report** – Kim Baltus; Grow North now has a new Executive Director, Sarah Kapellusch. Joe will be around for a while in an advisory role. OCEDC is still dealing with the DNR and fill issue so not much action from that group although they have formed a Technology Committee to continue working on the broadband issue in our area.
15. **Community Reports** – Kim Baltus; summer got off to a slow start but now things are picking up and we had a very busy July and August. Website hits are up which is showing that people are looking to travel.

Lara Reed – agreed with Baltus' comments about the summer season so far. Rhinelander has a little bit more mixed results though from lodging members than Minocqua. There are quite a few August events coming up including the new Potato Fest on Labor Day weekend. The Chamber is also planning a new event for next June that has just started to get going. Let's Go Fishing has also just launched which is not just for Rhinelander so if you know of any seniors, veterans, disabled etc. that would like to go for a ride or anyone who would want to volunteer to help drive the boat can contact the Rhinelander Chamber.

Connie Madden – Lake Tomahawk will be celebrating 100 years in 2014 so plans are underway for that.

16. **Public Comment/Communications** – Kari Zambon brought up the movement within the County Board to start enforcing the ordinance on roadway signs. A discussion was held and from the perspective of the board members present that is less for actual billboards and more for the example of realtor open house, or house for sale signs that clutter up the corners and intersections. Something to keep an eye on.
17. **Items to be included on Next Agenda** – 2014 Budget, Reimbursement Policy
18. **Adjournment** –meeting ended at 3:50pm

There was no action taken on any of the above items as the meeting was not posted with enough notice. An E-Agenda will be sent out with the items to take action on at a later date.

Respectfully submitted,

Lara Reed

OCTC Secretary