

Oneida County Tourism Meeting Minutes
Minocqua Chamber of Commerce

November 4, 2013

Present: Kim Baltus, Lara Reed, Bob Martini, Skip Brunswick, Lyn Pilch

Excused: Connie Madden, Gary Baier, Romelle Vandervest

1. **Call to Order** – the meeting was called to order by Kim Baltus at 1:35pm. There was not a quorum present however so not action could be taken.
2. **Approve Agenda** – the agenda could not be approved without a quorum. We will send out an E-agenda for approval at a later date.
3. **Approve October Minutes** – the minutes were reviewed but could not be approved without proper meeting notice. Baltus, Reed and Brunswick need to be added to the excused list. The minutes will be sent out with the E-agenda.
4. **Treasurers Report** – Madden was absent so no report was given.
5. **Invoices** – Two invoices from Pilch and Barnet could not be approved without a quorum, they will be included with the E-agenda.
6. **Dates of Future Meetings** – next meeting will be December 2nd in Rhinelander.
7. **JEM Branding Grant Update**- Lyn Pilch; this was a discussion item only. Pilch updated the group on the Northwoods of Wisconsin meeting from early this morning. The grant is now over but the group will continue. We are still pursuing the trademark of the Northwoods of Wisconsin. Pilch and Barnet will complete the paperwork and hold the trademark which could be transferred at a later date. The group is also drafting a Marketing Cooperative between the partners involved in the project to outline the agreement, membership and partnership of the group. There will be four requirements:
 - a. Any new group hoping to join must invest a \$5,000 initial investment as the 5 other counties have already invested \$6,000 and three years of time to get the project going.
 - b. Each partner, including any new ones, will also need to pay that year's annual dues which has been set at \$2,000.
 - c. The boundaries of the group will be East of Highway 13, South of Highway 2, North of Highway 64 and West of Highway 141
 - d. Any new member must be approved by a majority of dues paying membersThe last discussion point was in regards to the fiscal agent for the group. It was decided a member Chamber will hold the money and invoice those interested in participating. Minocqua Chamber volunteered to be this agent.
8. **Pilch & Barnet Report** – none
9. **Summary of County Board budget hearing** - Baltus reported that the presentation went well, our initial suggested budget is for \$90,000. She reminded all who are able to be present at the November 12th budget hearing meeting where we can hopefully get our full \$100,000 reinstated.
10. **Approve 2014 Budget** - without a quorum this is tabled until December

11. **State Tourism Department Report** – none
12. **ITBEC Report** – none
13. **Grow North & OCEDC Report** – none
14. **Community Reports** – none
15. **Public Comment/Communications** – none
16. **Items to be included on Next Agenda** – 2014 Budget, Reimbursement Policy
17. **Adjournment** –meeting ended at 2:30pm

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

Respectfully submitted,

Lara Reed

OCTC Secretary