

Oneida County Tourism Meeting Minutes
Rhineland Chamber of Commerce
February 5, 2012

Present: Dan Kuzlik, Sarah Pischer, Diane Hapka, Connie Madden, Skip Brunswick, Lara Reed, Lyn Pilch, Billy Fried, Gary Baier, Kim Baltus, Dan Brekke

Not present: Romelle Vandervest, Kari Zambon, Bill Neider, Jenny Gibson, Tamra Anderson

1. **Call to Order** – the meeting was called to order by President Diane Hapka at 1:35 pm
2. **Approve Agenda** – Motion Baltus / Madden; motion carried
3. **Board elections** – Hapka opened the floor to nominations for President, Vice President, Treasurer and Secretary. Hapka nominated for President. Motion Madden / Baier. Vandervest nominated for Vice President. Motion Baier / Brunswick. Madden nominated for Treasurer. Motion Hapka / Brunswick. Reed nominated for Secretary. Motion Hapka / Madden. Motion to accept ballot as presented by Kuzlik / Brunswick; motion carried
4. **Approve December 5 minutes** – Request made to amend meeting location to Three Lakes, Wisconsin. Motion Madden/Reed to approve minutes; motion carried
5. **Approve Treasurers Report** – Connie Madden; still in need of \$500 dues from Pelican Lake. Margie shows an additional \$150 spent but isn't sure where it is from. She will review it. Total 2012 income is \$151,454: balance remaining of \$10,342.09 plus \$95,342.09 beginning balance. Motion made Kuzlik/Fried as amended; motion carried.
6. **Approve Invoices** – Connie Madden; Tomahawk submitted an invoice for sport show reimbursement. There is a previous invoice from Tomahawk that was paid twice—once directly by Margie and once by Pilch & Bernet. P&B to work with Tomahawk to pay the balance. Invoice for Grow North membership for \$100. Motion Baltus/Baier; motion carried.
7. **Dates of Future Meetings** – April 2nd in Minocqua—site TBD and June 4th at Rhineland Chamber of Commerce. Both meetings at 1:30pm.
8. **JEM Branding Grant Update/Pilch & Bernet Update** – Lyn Pilch; Pilch discussed the 5 County Project. Meeting set for Tuesday, February 6 at 1pm at Rhineland Chamber to discuss the smartphone app. The app is still on track to launch at the Governor's Conference on Tourism in March. The application for the second year of the grant is being drafted. Pischer recommended grant draft to be submitted to Abbie Hill, Sarah Klavas and Secretary Klett for review. Letters of support are necessary to show all communities involvement in the project. Pilch will send out sample letters for collection. Recommended to send it to lodging partners too. Itineraries will be created to tie-into the app. Recommended a general itinerary for the county with links to communities. Motion to be the applicant organization of the JEM grant by Reed / Madden; motion carried.

Pilch reviewed current "Oneida County Let it Snow Sweepstakes" Facebook contest results. Contest runs from January 15-March 1. The grand prize is valued at \$500; with the prize model

we're using, we have already reached the \$300 threshold (6 inches of snow) and should reach the grand prize level (12 inches) by March 1. The unique nature of the contest (the prize grows as Oneida County gets more snow) earned it free press at Wausau's NBC station: <http://www.wjfw.com/stories.html?sku=20120124174650> As of the morning of the meeting (23 days into the contest), we have more 1,579 entries. During the first two weeks of the contest, web visits to the Oneida County site were up 70%. 164% increase in Facebook fans so far: 559 fans on Jan. 15, 1475 as of Feb. 6

P&B will be launching the Wisconsin Travel Best Bets contest called "Shift Your Gears in 2012." The contest is a yearlong, cooperative promotional campaign designed to attract travelers to participating destination. The campaign builds off the seemingly bleak national mood in 2012—politics, economy, end of the world (according to the Mayans!). The contest offers a solution—an escape through the power of travel. The campaign's two central efforts are a contest (a content submission/voting promotion named after the campaign) and a media relations effort to create a pay-for-play content about the destinations while building media awareness and relationships. P&B will be soliciting prizes from each destination to save money for promotion, but money is budgeted if prizes are not available.

Website and Visitor Guide are on track to begin discussing at the April meeting. Pilch asked everyone to review their trails in the current OCTC trail guide and provide any changes or additions.

Pilch will follow-up with Anderson on current ITBEC sport show schedule and availability.

Pilch will be hosting a social at the Governor's Conference on Tourism on Monday, March 5th at Lambeau Field.

10. Artists Interactive Update – Dan Kuzlik; Pilch will contact Ken Juon regarding ArtStart's interest

11. ITBEC Report – Gary Baier; met 2 weeks ago holding tourism meetings and board meetings together. ITBEC hasn't increased their membership fees. Other counties are looking at OCTC and using it as an example of how to get their Chambers of Commerce to work together. Upcoming conference will be at the LDF casino for a 2 day event.

12. State Tourism Report – Sarah Pischer; reminder Governor's Conference on Tourism begins Sunday, March 4th with the Council meeting which is open to all through March 6th in Green Bay. Oneida Nation is hosting the Opening Reception at the Radisson property. Transportation from hotels will be available. Monday morning, Governor Walker will kick-off the conference and will also attend the banquet Tuesday night. February 10th is the early bird deadline. Registration is \$200 now, \$250 after. Registration information can be found at wigcot.org along with lodging properties. The host hotel is full but other hotels are available in walking distance.

Mitten campaign with Pure Michigan to collect mittens as part of the "Mitten War" collected just shy of 3,000 mittens state-wide. People also dropped off hats, scarves, and gently used winter gear.

Reminder to update snow condition report regularly for extranet and hope for more snow and cold!

The new winter TV commercial by David Zucker, a Wisconsin native, featuring a snowball fight with the Milwaukee Symphony is running in the Chicago, Milwaukee and Minneapolis markets. A 60-second director's cut is running in Marcus Theaters courtesy of their donation.

Travel Green certification has some new changes with the program along with a marketing budget. The fee structure was the main concern. \$75-\$900 was the past structure. Now the fee is \$95 for first year and \$75 every other year for renewal to increase participation. New signs made out of recycled street signs will be distributed. A Travel Green Wisconsin workshop will be hitting the road with possible stops in Minocqua and/or Rhinelander.

The Department is doing more push the Twin Cities and Chicago markets with desk side visits in June.

- 13. Grow North & OCEDC Report** – Dan Kuzlik; Board meets months and every other month is a general session. \$32 million grant for broadband discussed at the last meeting. Next meeting is their annual meeting at Oldenburg's conference room. Meetings give an opportunity to tour different locations.

OCEDC is doing a lot on permissive rail issues resulting from their experience with Canadian National's service. They want to be proactive if their service doesn't continue a contract with a short-line operator (5-10 car units) can be obtained. Baier reported the town of Tony created a staging area to create a hub for loading and shipping. A similar hub could be done in Oneida County. Baier also informed the committee that a county mining oversight committee will be asking for an informational meeting area Chambers and Chamber members. More detailed information on dates to follow.

Baier met with Federal Forestry officials to discuss having counties manage their federal forests on a contract along with state and county forests. Without the management capabilities, the local forestry offices can't do a lot of their plans. Currently, 83,000 acres of forest is managed through the county. The forestry management could tie into the rail system issues, providing opportunities to process and haul product overseas.

- 14. OCTC Community Relations Report** – Dan Kuzlik; Kuzlik has accepted a position with UW-Superior and will be finishing his tenure with UW-Extension in February. OCTC extended their gratitude for the knowledge and support he has brought to the meetings and mission. He has been talking with the County Board about replacing his position, although no decision has been made at this time.

- 15. Community Reports** - Baier reported that a petition was passed along to hold more County Board related meetings at night. The committee should consider whether OCTC meetings could be done at night. Hapka will add to the April agenda. Reed reported on the Lion's fishery and distributed their new area guides. Baltus reported that Cruiserfest and WI State Nordic Ski Championships will be held in Minocqua over the weekend. Brunswick announced the new issue of "This Week in the Northwoods" was available. Also, he noted a new event is coming to Three Lakes--a Northwoods heritage fest. The goal of the festival is to honor, educate and pay tribute to the region's culture. A JEM grant has been applied for and the festival is scheduled for July.

16. Public Comments – nothing

17. Items for the next agenda – meeting time discussion

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

Respectfully submitted,
Lyn Pilch