

Oneida County Tourism Meeting Minutes  
The Pointe  
December 3, 2013

Present: Lyn Pilch, Kim Baltus, Connie Madden, Romelle Vandervest, Kari Zambon, Bob Martini, Lara Reed, Pat Broukal

Absent: Diane Hapka, Skip Brunswick

1. **Call to Order** – the meeting was called to order by Romelle Vandervest at 1:40pm.
2. **Approve Agenda** – Motion Baltus/Madden; motion carried
3. **Approve August Minutes** – Motion Martini/Madden; motion carried
4. **Treasurers Report** – Connie Madden; there are still four Chambers with dues outstanding Tomahawk, Lake Tomahawk, St. Germain and Hazelhurst. Madden will contact them all again and ask about their intentions of continuing with OCTC. On the report there is a carryover from 2011 of just about \$9,900, that money will be used to pay off some outstanding invoices. There will not be a balance to carryover from 2012 to 2013. A motion to approve the treasurer's report as presented was made by Reed/Martini. The motion passed.
5. **Invoices** – Connie Madden; An outstanding invoice from Pilch and Barnet for \$13,816.23, from Kim Baltus for attending the fall tourism conference for \$628.22, a bill for our ad in the Oneida County/Vilas County Map for \$925 and the bill from Pilch and Barnet for the 2<sup>nd</sup> year of the Northwoods of Wisconsin JEM Grant for \$40,000. A motion to approve the invoices was made by Reed/Baltus. The motion carried.
6. **Discuss Meeting Times** – this item no longer needs to be on the agenda; Reed will email Kerri Ison about this.
7. **Dates of Future Meetings** – next meeting will be on February 4, 2013 at the Rhinelander Area Chamber of Commerce
8. **2013 Budget**- Lyn Pilch; Pilch passed out a copy of the budget from the last meeting, which was approved for a total of \$100,000 because the County Board approved our budget at this level we don't need to make any changes. Pilch asked for any questions. It was discussed that we need to know exactly what the extra \$15,000 the County Board approved will get us in this budget and be prepared to illustrate to them next budget cycle how we used that money and how it benefited tourism. The group agreed this was important to keep track of and note in the future.
9. **JEM Branding Grant Update**- Lyn Pilch; The Northwoods of Wisconsin group will be meeting tomorrow at the Rhinelander Chamber at 1:30pm for a wrap up meeting and to talk about moving forward into the third year of the grant. Next steps are to get our evaluation of the 2<sup>nd</sup> year into the state.
10. **Pilch & Barnet Report** – Lyn Pilch; at the October meeting the contract with Pilch and Barnet was discussed. After looking into it, it seems the group did not sign a contract with P&B for 2012. Pilch will draw up a new contract for two years, 2013 – 2014, signed a two year contract will lock in our current rates instead of seeing an increase in 2014 if we choose to continue with one year contracts. A motion was made by Zambon to approve a two year contract with Pilch

and Barnet for services provided to the Oneida County Tourism Council. Motion seconded by Martini. Motion carried.

Pilch also mentioned that because it is the first work day of the month she does not have a bi-monthly report for the group but she will email it out once it is complete. They are also looking at shooting some winter footage for our new television spots and she will coordinate directly with the communities for this footage.

**11. State Tourism Department Report – NONE**

12. **ITBEC Report** – Kari Zambon; the first mockup of the ITBEC website was unveiled at their meeting last week. Progress on the site is moving forward. The signup sheet for the ITBEC sports shows is now available and it would be great if someone from Oneida County could attend.

13. **Grow North & OCEDC Report** – NONE; the group did discuss that there is a new UW Extension Officer in place, Tim Brown, we will reach out to him and invite him to attend our meetings as Dan Kuzlik did.

14. **Community Reports** – Kim Baltus – the Oneida County Books were dropped off at the Minocqua Chamber this week so please stop by to pick them up. Lake Tomahawk will be joining the Minocqua Chamber in 2013. Lara Reed – Rhinelander has a couple of new events planned for 2013; in February the Broomball Tournament will be held on February 9<sup>th</sup> and an Ice Drag event will be held on February 23<sup>rd</sup> on Lake Thompson and in May the 3-5<sup>th</sup> the Chamber will be hosting a Girlfriends Getaway weekend as well. Kari Zambon – met with a nonprofit group titled Let's Go Fishing about starting a chapter in Rhinelander. The group works to take seniors out fishing/on the water. They are looking at a May through September program in Rhinelander.

15. **Public Comment/Communications** – Pilch was asked to explain what a JEM grant was to James Lillis from WPEG who was at the meeting to do a story.

16. **Items to be included on Next Agenda** – Election of Officers; Remove discussion of meeting times; and add Review of Bylaws

17. **Adjournment** –Motion Reed/Madden; motion carried. Meeting Adjourned at 3:10pm.

Respectfully submitted,

Lara Reed

OCTC Secretary