

TOURISM COMMITTEE

December 6, 2005

Chairman Allen Beadles called the meeting to order on Tuesday, December 6, 2005 at 3:00 p.m. Committee members Lester Lewis, Vicky Wagner Pritzl, Krist Punzel, Carol Mudgett, Diane Albrecht, Arlen Albrecht and Bruce Strama were present along with Sue Emmerich, and Brian Wilson. Paul Webb had an excused absence.

Approve the minutes of the October 4, 2005 meeting. Lewis/Diane Albrecht to approve the previous meeting minutes. The motion carried.

Approve the agenda. Diane Albrecht/Punzel to approve the agenda. The motion carried.

Reports:

a. **Star News (Publicist):** Brian Wilson Distributed copies of a report listing activities promoted during October and November and reviewed it with the committee. He also distributed a copy of the Taylor County Fishing Report.

b. **Chamber of Commerce:** Sue Emmerich distributed copies of the October and November Tourism Reports. She reported that there will be two Snow Cross races held at the fairgrounds in Medford this year and that the association managing the races is attempting to create a series which would include Medford, Curtiss, and the Eagle Valley Raceway as locations for accumulating points. Interest in the Vintage Class seems to be increasing according to Emmerich.

c. **ITBEC:** Strama had distributed copies of the minutes from the September and October ITBEC Tourism Advisory Committee meetings. Allan Beadles had attended a meeting at which snowmobile maps were exchanged and delivered maps from Ashland, Barron, Douglas, Iron, Rusk and Price Counties, which Sue Emmerich will distribute from the Chamber office. He also stated that though Taylor County will no longer pay dues as a member of ITBEC that he will attend meetings at his own expense and will report to the committee as in the past.

Discuss and act on feasibility study findings related to purchase and placement of reader board at HWY-13 and HWY-64 intersection. Paul Webb had informed Strama prior to the meeting that he has contacted several vendors in relation to cost of reader boards, but has not received any information at this time. Arlen Albrecht noted that he has inquired as to the availability of a GEM Grant for the purchase of a reader board and that GEM Grants are not available for local advertising. This agenda item will be placed on the next agenda for further discussion.

Discuss and act on other promotional items discussed. Arlen Albrecht reported that some work needs to be done at the Gerstberger Pines County Park. He stated that additional woodchips need to be placed on the trails. Maintenance of the trail will be placed on a future Building, Grounds and Parks agenda. Lester Lewis voiced concerns over the design of the tourism booth at the Taylor County Fair and exposure of Taylor County Tourism information at the Chamber of Commerce. He would like to have increased exposure of the Taylor County information at both the Chamber office and at the fair booth in the future, and would also like to have the promotional CD used at the fair. Following extended discussion it was suggested by Strama that committee members visit the Chamber office and voice ideas or concerns at the next meeting. Strama had also distributed copies of a Perkinstown Winter Sports Area trail map he and the Survey

Department had designed using pictures obtained from the Star News. Committee members seemed to be satisfied with the map.

Approve the invoices. The invoices had been reviewed by members during the meeting. Punzel/Wagner Pritzl approve payment of the October and November Chamber invoices, which included \$63.38 for postage and \$76.23 for office supplies resulting in a total of \$139.61. The motion carried.

Public Input. There was no public input.

Discuss and act on frequency of meetings and committee structure. Lester Lewis noted that he had asked that this item be placed on the agenda in response to a motion by County Board Chairman Jim Metz to refer an ordinance Lewis had submitted at the October County Board meeting concerning committee structure and the frequency of meetings back to the Tourism Committee. Lewis stated that due to the amount of funding for tourism in the county or lack there-of, he did not feel the expense of a seven member committee nor frequency of meetings is warranted. He also reported that due to budgetary restraints that there would not be additional funds appropriated for tourism in the future. There was an extended discussion of the issue prior to a Diane Albrecht/Wagner Pritzl motion to send the recommendation to the County Board as acted on at the October 4th Tourism Committee meeting. Action at the October meeting stated that the committee structure remain the same, with bimonthly meetings to continue as at present. The motion carried, Lewis voting no.

Set the next meeting date. The next meeting will take place on Tuesday, February 7, 2006 at 3:00 p.m.

Albrecht/Lewis to adjourn the meeting at 4:39 p.m. The motion carried.

Bruce P. Strama, County Clerk

October 4, 2005

Allen Beadles called the meeting to order on Tuesday, October 4, 2005 at 3:02 p.m. Committee members Vicky Wagner Pritzl, Paul Webb, Carol Mudgett, Diane Albrecht, Arlen Albrecht and Bruce Strama were present along with Sue Emmerich, and Chip Courtney. Committee member Krist Punzel arrived at 3:07 p.m. and Brian Wilson at 3:45 p.m. Lester Lewis was absent.

Approve the minutes of the August 9, 2005 meeting. Webb/Albrecht to approve the previous meeting minutes. The motion carried.

Approve the agenda. Webb/Albrecht to approve the agenda. The motion carried.

Reports:

a. **Chamber of Commerce:** Sue Emmerich distributed copies of the July and August Tourism Reports along with a list of Chamber of Commerce Tourism Responsibilities. Emmerich reviewed the list of responsibilities with the committee, answering any questions and including additional information related to many items on the list. She also invited committee members to visit the Chamber Office to get a better understanding of what duties they perform. The Chamber also showcases an event or club each month, which in September was the Taylor County ATV Club. Arlen Albrecht questioned the demand or use of the CDs produced in 2004, with Emmerich stating that there has been increased demand and more copies are currently being produced. There has been more activity at the Chamber since the price for fuel has increased.

b. **ITBEC:** Strama had distributed copies of the minutes from the July and August ITBEC meetings which Allan Beadles reviewed with the committee. Beadles reported that he had attended the Northern Networks Trade Conference in Duluth, Minnesota, and felt it was a beneficial conference. He stated that the Canadian National Railroad representative gave a presentation explaining the benefits of rail over highway delivery of freight along with other products, one benefit being lower fuel consumption. All expenses to attend the conference are reimbursed by ITBEC except per-diems paid by the county. Beadles informed the committee that the Budget Review Committee has directed that funding for ITBEC dues in 2006 be denied, and that the \$4,157.00 originally budgeted remain in the Tourism budget for promotion of tourism in Taylor County excluding ITBEC. Beadles felt that continued participation as an ITBEC member is important and that he may have an ITBEC representative address the County Board and ask for reconsideration of the funding denial.

c. **Star News (Publicist):** Brian Wilson distributed copies of the report prepared for the October meeting along with other information which had been disseminated since the prior meeting. He reviewed some of the information included in the report along with other pertinent information. Wilson stated that he has followed up on the request of the committee to check on the cost and feasibility of producing an informational pamphlet or insert to be placed in motels, restaurants or distributed to other interested individuals or groups. He stated that there would be no problem in producing an insert, and there would be no cost if the sale of ads was allowed on the backside of an insert. Pritzl/Punzel to have Wilson proceed with printing and distribution of the inserts as discussed, using sales of advertising on the back of the insert to fund the project. The motion carried.

Discuss and act on 2006 budget revisions. Following discussion of discontinued funding of ITBEC directed by the Budget Review Committee, Webb/Pritzl to remove the \$4,157.00 originally in line #5394 for payment of ITBEC dues, placing the \$4,157.00 in Line

#5348 Promotional Activities, which would result in a total in the Promotional Activities line of in the Tourism budget of \$5,657.00. The motion carried.

Discuss and act on other promotional items discussed. There was extended discussion mainly concerning effective promotion of events and tourist attractions within the county. The discussion included possible purchase of an electronic reader board for placement at the Hwy 13 and Hwy 64 intersection. The consensus was that this approach would enhance communication of activities, events and other related tourism information with relative ease compared to other approaches such as banners or signs. The decision was made to appoint a committee to study the feasibility of the purchase and placement of a reader board including future expense. Those volunteering included Paul Webb, Brian Wilson, Sue Emmerich and Arlen Albrecht. These four individuals will present further information at the next Tourism Committee meeting. Strama requested that a maximum of \$400.00 be approved for design and copies for distribution of a pamphlet promoting the Perkinstown Winter Sports Area. He stated that the committee has generally in the past designated a maximum of \$400.00 to other clubs or organizations for brochures and requested that amount for a brochure for the Sports Area. Diane Albrecht/Mudgett to approve maximum funding of \$400.00 for a Perkinstown Winter Sports Area brochure. The motion carried. Strama will work with Arlen Albrecht on the design and have printing done in-house for cost savings.

Approve the invoices. The invoices had been reviewed by members during the meeting. Albrecht/Mudgett to approve payment of the July and August Chamber invoices, which included \$61.44 for postage and \$251.15 for office supplies resulting in a total of \$312.59. The motion carried.

Public Input. Chairman Beadles reported that he and Strama had attended the presentation of awards for photographs taken in conjunction with the Rustic Roads Photo Contest. The award presentation took place at the Governor's residence in Madison, hosted by Mrs. Doyle. Two photographs taken from Rustic Road #1 in Taylor County received awards.

Discuss and act on frequency of meetings and committee structure. Strama stated that there was some concern over the structure of the Tourism Committee noted at the Budget Review Committee meeting. The number of lay members being greater than the number of County Board members was the issue of concern. Strama also questioned whether the committee felt quarterly meetings would be sufficient, as the county is considering avenues of cost savings. Following discussion, Pritzl/Diane Albrecht to keep structure as is and to continue to meet every other month. The motion carried. The reasoning behind the action was the need for county-wide representation, pertaining to structure, and fewer meetings would delay projects and decisions beyond what the committee would consider to be a reasonable time frame to act on and implement those projects and decisions.

Set the next meeting date. The next meeting will take place on Tuesday, December 6, 2005 at 3:00 p.m.

Albrecht/Punzel to adjourn the meeting at 4:45 p.m. The motion carried.

Bruce P. Strama, County Clerk

August 9, 2005

Allen Beadles called the meeting to order on Tuesday, August 9, 2005 at 3:02 p.m. Committee members Krist Punzel, Vicky Wagner Pritzl, Paul Webb, Carol Mudget, Diane Albrecht and Bruce Strama were present along with Sue Emmerich, Brian Wilson, Mark Berglund and Gerald (Buzz) Meyer. Lester Lewis and Arlen Albrecht had excused absences.

Approve the minutes of the May 10, 2005 meeting. Albrecht/Punzel to approve the previous meeting minutes. The motion carried.

Approve the agenda. Pritzl/Albrecht to approve the agenda. The motion carried.

Reports:

a. **Star News-Publicist:** Brian Wilson distributed copies of the Tourism Report and introduced the "What's Happening" insert, published weekly, which has been distributed at events along with the Taylor-Made Vacations pamphlet as reported at the May meeting. Following review and discussion there were several suggested additions to the insert, including the Chamber telephone number and web site address. Several committee members also suggested publishing a similar monthly brochure for placement at local restaurants and motels. Placemats and an annual poster were also ideas discussed.

b. **Chamber of Commerce:** Sue Emmerich distributed copies of the Chamber Report and reviewed it with committee members. She reported that dates for events must be reported correctly, which has not been the case for a couple events causing some confusion. Strama questioned whether the promotional video had been played at the fair booth. Emmerich said that there was no electrical outlet in the area and that a laptop computer was also required, therefore it was not played. Strama noted that as there was no meeting for the past couple months he had approved funding a booth as in the past.

c. **ITBEC:** Strama had distributed copies of the minutes from the May and June ITBEC meetings which Allan Beadles reviewed with the committee. He suggested that a member of the committee attend the Statewide ITBEC conference to be held August 17th and 18th in Lac du Flambeau. Diane Albrecht may attend.

Discuss and act on 2006 budget. The committee went through the budget line by line, adding \$50 to Office Supplies to total \$700; placing \$200 in the Conference/Meeting Expense line, which was \$0 in 2005; decreasing the Promotional Activities line by \$500 to \$1,500; increasing the Tourism Counsel Grant by 3% to \$16,550 and directing Strama to enter the ITBEC Project Support according to the request made by WCA. Webb/Albrecht to submit the budget as discussed to the Budget Review Committee. The motion carried.

Discuss and act on other promotional items discussed. Paul Webb has been in contact with representatives of the Snow Touring magazine and suggested placing an ad in the magazine as had been discussed at earlier meetings. He suggested a two color 1/8th page ad at \$385.00. There was discussion of what should be included in the ad with suggestions including honest trail reports, friendly people along with other items of interest to snowmobilers. Questions arose as to the amount of space required for information and attraction of a 1/8th page add with two colors. Following discussion, Webb/Punzel to purchase a ¼ page add, either in two colors for \$680.00 or in four colors with the cost not to exceed \$800.00. The motion carried, including directing Webb to work with Brian Wilson on design and content of the ad. There was also a motion by Punzel and a second by Carol Mudget, following a presentation by Mark Berglund and Buzz Meyer on the Ice Age Scenic

Trail 25th Anniversary being hosted in Taylor County, to appropriate \$200.00 to the High Point Chapter for promotion of the event. That motion also carried.

Approve the invoices. The invoices had been reviewed by members during the meeting. Albrecht/Pritzl to approve payment of the May and June Chamber invoices, which included postage \$138.46 and office supplies \$255.75 for a total of \$394.21. The motion carried.

Public Input. Mark Berglund and Buzz Meyer gave an in-depth presentation of Ice Age Trail activities and future plans. They stated that Taylor County has the most miles of certified trails in Wisconsin. They also reported on volunteers that take part in Mobile Skills Weekends, the partnership between the Forest Service and Trail Chapters along with other interesting items pertaining to the trail and related activities. The High Point Chapter will be hosting the 25th anniversary of the trail at Mondeaux Dam on September 17, 2005 with an open house in the afternoon and dedication at 6:00 p.m. Berglund and Meyer encouraged everyone to attend and urged them to invite others in order to make the dedication a success.

Set the next meeting date. The next meeting will take place on Tuesday, October 4, 2005 at 3:00 p.m.

Albrecht/Punzel to adjourn the meeting at 4:42 p.m. The motion carried.

Bruce P. Strama, County Clerk

May 10, 2005

Allen Beadles called the meeting to order on Tuesday May 10, 2005 at 3:00 p.m. Committee members Lester Lewis, Krist Punzel, Vicky Wagner Pritzl, Paul Webb, Carol Mudget, Arlen Albrecht and Bruce Strama were present along with Sue Emmerich and Brian Wilson. Diane Albrecht arrived at 3:34 p.m.

Approve the minutes of the March 15, 2005 meeting. Punze/Lewis to approve the previous meeting minutes. The motion carried.

Approve the agenda. Lewis/Webb to approve the agenda. The motion carried.

Reports:

a. **Star News-Publicist:** Brian Wilson distributed copies of Taylor-Made Vacations published by the Star News, a What's Happening brochure listing events taking place in the May in Taylor County and a report of promotional activities performed by the Star News in the past couple months. He had listed events promoted and future promotional activities.

b. **Chamber of Commerce:** Sue Emmerich distributed copies of the Chamber Report and reviewed it with committee members. She also delivered several copies of the promotional video to be kept in the County Clerk's office for use by the county. According to Emmerich there was an exceptional amount of compliments on excellent snowmobile trail conditions this past winter. Reports of events, especially in the outlying areas need to be reported in order for those events to be promoted by either the Chamber or the Star News.

Review and take appropriate action on targeting areas as compiled by Arlen Albrecht. Arlen Albrecht stated that there will be no action related to this issue prior to distributing copies of Tourist Information Requests for Taylor County in 2004. The information affirmed what was thought prior to compiling the information, which was that the majority of tourists visiting Taylor County come from within the state and a substantial amount from surrounding counties. It was noted that the information distributed was from telephone requests only. Following discussion included continuing to target day trips to the area, requesting zip codes from those requesting information via e-mail and forming a Motel Group which would gather information of users for future promotional targeting. Paul Webb felt that opening of the Rail Trail earlier than the remainder of the Snowmobile Trail System if conditions are favorable, would increase tourism activity in the area, and offered assistance closing those trails connecting to the Rail Trail at that time.

Discuss and act on other promotional items discussed. Arlen Albrecht has contacted both Medford and Rib Lake High Schools and has been informed that they do not have marketing classes, but would possibly be interested in taking part in a county-wide tour of parks and other tourism related areas. There was a lengthy discussion with consensus that a tour to educate those within the county as to what is available to tourists in Taylor County is a good idea. Following the discussion it was decided that there should be a tour organized by the Tourism Committee to include County Board Members, media, interested county departments and others interested in promoting tourism in Taylor County. Arlen Albrecht and Strama are to head up planning for this tour, the tour to take place on Wednesday July 13, 2005.

Approve the invoices. The invoices had been reviewed by members during the meeting. Lewis/Wagner-Pritzl to approve payment of the March and April Chamber invoices which included postage \$53.99 and office supplies \$230.94 for a total of \$284.93. The motion carried.

Public Input. Arlen Albrecht stated that he felt the press did a good job marketing the Alice in Dairyland event.

Set the next meeting date. The next meeting will take place on Tuesday, July 19, 2005 at 3:00 p.m.

Lewis/Diane Albrecht to adjourn the meeting at 4:32 p.m. The motion carried.

Bruce P. Strama, County Clerk

March 15, 2005

Allen Beadles called the meeting to order on Tuesday March 15, 2005 at 3:00 p.m. Committee members Diane Albrecht, Lester Lewis, Krist Punzel, Vicky Wagner Pritzl, Arlen Albrecht and Bruce Strama were present along with Sue Emmerich, Mike Roiger, Tim Pritzl, and Brian Wilson and Laurie Sacho (The Star News). Paul Webb and Carol Mudget were absent.

Approve the minutes of the January 12, 2005 meeting. Diane Albrecht/Lewis to approve the previous meeting minutes. The motion carried.

Approve the agenda. Lewis/Punzel to approve the agenda. The motion carried.

Reports:

a. **Star News-Publicist:** Brian Wilson distributed copies of Fishing Reports from January 13th through March 10th along with the regular monthly report. He reviewed the reports with the committee prior to entertaining questions from those present. Lester Lewis questioned whether the information being submitted would have been distributed if the Star News was not acting as the publicist. Wilson state that the list of information which was submitted to state-wide daily papers, dailies in our region and other promotional sources was done in addition to regularly submitted material. He also noted the inclusion of activities in the fishing report not related to fishing for families that may be interested in visiting Taylor County, not all interested in fishing. He has also been working closely with the chamber in promotional activities. Wilson stated that there will be an Ice Age Photo Contest with the purpose of encouraging people to get out and enjoy the Trail, with additional information arriving in the near future.

b. **Snowmobile Association:** Mike Roiger spoke on snowmobile issues including the dissolving of the Northwest Wisconsin Snowmobile Association which was formed approximately fifteen years ago to promote snowmobiling in the area. He felt that the association was instrumental in the expansion of trail systems and growth of snowmobiling in general, finding it rather hard to end its existence. He noted that with the internet and other information sources that the Association was not needed anymore. Roiger also reported that trails in the northeast portion of the county are open and in good to excellent condition. The clubs responsible for maintaining the trails have received the final supplemental payment for maintenance done in the spring of 2004. This delay of payment has been a problem for some time, in certain cases not allowing some clubs to continue grooming late in the year. Roiger, when questioned about safety issues on the trails, stated that speed is a major factor in accidents and deaths and suggested that enforcement of current laws may go a long way in making the trails safe. He stated that there is little enforcement in Taylor County and that some counties have created a designated law enforcement position for enforcement of DNR laws and County Forest issues with part of the funding from grants and Forest Budgets to enhance enforcement of the laws.

c. **ITBEC:** Al Beadles has attended past meetings and reviewed the minutes of those meetings which had been distributed. Lewis noted that Sawyer County had dropped out of the Northwest ITBEC Tourism Committee and questioned what benefits Taylor County receives by being a member. There was further discussion of the issue with suggestions that the benefits should be looked into, possibly over the past few years and making a decision concerning continuing with ITBEC in the future. Beadles will also convey the concern at a future ITBEC meeting.

d. **Chamber of Commerce.** Sue Emmerich distributed copies of the Chamber Report and reviewed it with committee members. The distribution of the promotional video was

discussed with the consensus that several copies should be kept in the County Clerk's office for use by the county. The video will also be shown prior to and following the April County Board meeting.

Discuss and act on scheduling of Spring of Fall tours within the county. Arlen Albrecht stated that while working on the Alice in Dairyland event he noted that the daily charge for a tour bus was \$350 to \$400 and that in planning for future tours this information should be taken into consideration. At the January meeting discussion of taking the marketing classes from the three school districts in the county on a tour of the county for exposure. Approval of planning for a tour in the fall of 2005 seemed unanimous with Arlen Albrecht offering to explore avenues for funding, including School Districts, the Tourism budget or local business support and report at the next meeting. Allowing the general public the opportunity to fill any spaces on tour busses not required for students was also viewed as a good idea.

Approve the invoices. The invoices had been reviewed by members during the meeting. Lewis/Punzel to approve payment of the January and February Chamber invoices which included postage \$93.13 and office supplies \$221.16 for a total of \$318.64. The motion carried.

Public Input. Arlen Albrecht stated that the UW Extension will be sponsoring a Land Stewardship Conference to be held at the Rib Lake High School on April 9th , and informed members that the Alice in Dairyland planning is progressing satisfactorily.

The next meeting date was set for Tuesday May 10, 2005 at 3:00 p.m.

Diane Albrecht/Lewes to adjourn the meeting at 4:08 p.m. The motion carried.

Bruce P. Strama, County Clerk

January 12, 2005

Allen Beadles called the meeting to order on Wednesday, January 12, 2005 at 3:00 p.m. Committee members Diane Albrecht, Lester Lewis, Krist Punzel, Arlen Albrecht and Bruce Strama were present along with Sue Emmerich, Brad Ruesch, Tim Pritzl, Nancy Frank, Leslie Akers, Kris O'Leary (The Star News) and Dana Jentsch (WKEB/WIGM). Paul Webb, Vicky Wagner Pritzl and Carol Mudget were absent.

Approve the minutes of the November 10, 2004 meeting. Lewis/Punzel to approve the previous meeting minutes. The motion carried.

Approve the agenda. Diane Albrecht/Punzel to approve the agenda. The motion carried.

Report by Nancy Frank, Ice Age Trail Northern Region Coordinator. Nancy Frank distributed maps and Literature and reviewed some of the information which was included. She stated that the Ice Age Park & Trail Foundation is active in promoting the Trail often in partnership with municipalities clubs or organizations. The Trail is a pedestrian only trail and has its most remote area located in Taylor County. She noted that Buzz Meyer is the local chapter coordinator and works closely with the Foundation and the Mobil Skills Training Crew in order to maintain the Trail in Taylor County. She also stated that Governor Doyle has initiated the goal of permanently protecting 400 Miles of the approximately 1,000 mile trail. The Foundation is active at all times in the process of purchasing or leasing additional land, attempting to complete the Trail across the State. The Federal Forest Service assists in maintaining the Trail when it is located on their property as it is a National and State Scenic Trail. Prior to her departure at 3:20 p.m. Ms. Frank offered her assistance if anyone is interested in promotional ideas with the Trail in mind.

Reports:

a. **Star News-Publicist:** Kris O'Leary was present to answer any questions concerning promotion by the Publicist since the November meeting. There were no questions but there was some discussion of promotion in the future.

b. **Snowmobile Association:** Mike Roiger and Brad Ruesch both spoke on the snowmobile issue, beginning with Roiger displaying a copy of the State Snowmobile Magazine which featured an article about snowmobiling in Taylor County, also depicting Taylor County on the cover. Roiger also reported that the majority of the 300 miles of trail within the County is packed and signed for opening. Ruesch informed the Committee that there is an adequate base, but four inches of snow are necessary prior to opening the trails. Funding for maintenance and grooming was discussed as well as the funding sources which are the gas tax and registration. Roiger stated that he has spoken with other members of the Northwest Snowmobile Association and has informed them that the Association has outlived its usefulness and should be dissolved. His reasoning comes in part to the declining attendance at the snow shows and increase website usage. Roiger stated that he felt the \$500 allotted annually to Snowmobile Association dues would be better spent on updating or improving the Website. Following discussion of ways to improve the website, Lewis/Albrecht to withdraw from the Snowmobile Association. The motion carried.

c. **ITBEC:** Al Beadles has attended past meetings and reviewed the minutes of those meetings which had been delivered with the agendas. He stated that one of the issues extensively discussed has been abandonment of some of the rail lines. According to Beadles there is less talk of abandonment, which is a good report for the northern part of the State

d. **Chamber of Commerce.** Sue Emmerich distributed copies of the Chamber Report and reviewed it with committee members. The rental or use of the booth generally used at

snow shows was discussed, considering whether a fee should be charged for use of the booth or only a deposit for possible damages should be charged. Taylor County and the Snowmobile Association each own 50% of the booth and if the Association is dissolved a decision will be made at that time as to how use of the booth should be handled. The consensus following the discussion concerning use or rental of County owned equipment was that at minimum an inventory should be taken of items owned by the County that are either rented or loaned through the Tourism Department. Mike Roiger did note that the only other Association member county that helped pay for the booth was Rusk County and consideration should be taken if they request use of the booth.

Review progress of video production by the Chamber. Chamber employee Alli Emmerich has been working on the promotional video and made a presentation of video and partial audio. Sue Emmerich explained that only a portion of the video contained audio because if changes are requested in the video portion it would be a major project to change the audio to match. Following the presentation the committee felt that the video was satisfactory and commended Alli for her work. Sue also stated that Alli had learned a lot about the County while working on the video and had suggested distributing copies of the video to 4th grade classes within the county for presentation during their study of Wisconsin. She also suggested setting up a bus tour of the County for High School classes, especially those related to marketing so they could experience what is available in the County and convey this to others

Approve the invoices. The invoices had been reviewed by members during the meeting. Albrect/Lewis to approve payment of the November and December Chamber invoices which included postage \$81.00 and office supplies \$284.10 for a total of \$365.10. The motion carried.

Public Input. Strama had displayed pictures entered in the Rustic Roads Photo Contest for judging by the Committee. Each member voted for their three favorite pictures in the "most scenic (13 entries)" and "best artistic photo or composition (6 entries)" categories with the winners in those categories and the two entries in the "wildlife or wildflowers" category to be sent to the Wisconsin DOT for judging.

The next meeting date was set for Tuesday March 8, 2005 at 3:00 p.m.

Diane Albrecht/Lewes to adjourn the meeting at 4:55 p.m. The motion carried.

Bruce P. Strama, County Clerk