

## **TOURISM COMMITTEE**

Tuesday, December 7, 2010  
Jury Room

**Call Meeting To Order:** Diane Albrecht called the meeting to order at 2:30 p.m.

**Members Present:** Allen Beadles, Diane Albrecht, Scott Copenhaver, Krist Punzel, Gary Jensen, Arlen Albrecht and Bruce Strama were present, with Paul Webb arriving shortly after the meeting began.

**Members Absent:** Carol Mudgett

**Other Attendees:** Sue Emmerich and Brian Wilson (Publicist)

**Approve Minutes of the October 12, 2010 meeting:** Copenhaver/Punzel to approve the minutes of the previous meeting. The motion carried.

**Approve the agenda:** Copenhaver/Beadles to approve the agenda. The motion carried.

**Update on the status of the historical video project:** Sue Emmerich gave a short review of the progress of the historical video, noting that there are only a couple of interviews left to do prior to completion of the project. She distributed copies of preview dates for the video which are to be held in the villages of Gilman and Rib Lake and the City of Medford.

Allen Beadles departed at 2:36 to attend a Joint Finance/Personnel Committee meeting and returned just prior to the end of the Tourism meeting.

### **Reports:**

- a. Star News: Brian Wilson distributed copies of the Report, noting that this is a slower time of year for them. He did report that the hunting placemats had been printed and distributed. He is currently working on the Spring/Summer Recreation Guide and its distribution to additional sites including waysides.
- b. Chamber of Commerce: Sue Emmerich distributed copies of the October and November Reports. She noted that there have been numerous requests for same day licenses and stickers now available for snowmobiles and ATVs from the chamber office. She also reported that progress is being made in development of the chamber website which will allow committee members to a Taylor County Tourism Committee dedicated section to view agendas, minutes and other relevant information.

**Discuss and act on any other promotional items discussed:** Sue Emmerich reported that Discover Wisconsin had contacted the chamber office in reference to promotion of the Ice Age Trail in the Rib Lake area on the TV program. She estimated the cost at \$15,000 in addition to any advertising dollars that could be solicited from local businesses. The consensus of the committee members was that the project could not be considered as funding would not be available. The printing of ice fishing contest placemats was discussed. Following the discussion, Copenhaver/Webb to print 5,500 ice fishing tournament placemats, with an additional 50 placemats to be laminated at a total cost of \$700.00. The motion carried.

**Approve the invoices:** The invoices which included Chamber of Commerce invoices for October and November 2010 of \$44.02 for office supplies, \$19.60 for postage, and TDS tourism sign expense of \$103.40, for a grand total of \$167.02 were reviewed by committee members. Copenhaver/Jensen, to approve payment of the invoices. The motion carried. The tourism sign expenses were not included on the invoices, but Strama contacted the chamber office and included the \$51.70 expense for both October and November in payment made for those months.

**Public Input:** Arlen Albrecht had included correspondence received from Helen Emslander, sharing her thoughts on opportunities for promoting Taylor County. She touched on silent sports, birding, trails, quiet relaxing opportunities and local events. He reviewed the letter with committee members, also informing them that he had responded to her letter. The condition of the tourism signs located on STH-13, STH-64 and STH-73 was discussed. The committee decided that if the signs are in need of repair that the school district art department will be contacted to upgrade the signs in the spring at a fee to be determined.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, February 8, 2011 at 2:30 p.m.

**Adjournment:** With no further business, Punzel/Jensen to adjourn the meeting at 3:27 p.m. The motion carried.

Bruce P. Strama

## **TOURISM COMMITTEE**

Tuesday, October 12, 2010  
County Board Room

**Call Meeting To Order:** Allen Beadles called the meeting to order at 2:32 p.m.

**Members Present:** Allen Beadles, Diane Albrecht, Krist Punzel, Paul Webb, Carol Mudgett, Arlen Albrecht and Bruce Strama were present, with Scott Copenhaver arriving shortly after the meeting began.

**Members Absent:** Gary Jensen

**Other Attendees:** Sue Emmerich and Brian Wilson (Publicist)

**Approve Minutes of the August 10, 2010 meeting:** Punzel/Webb to approve the minutes of the previous meeting. The motion carried.

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

**Update on the status of the historical video project:** Sue Emmerich gave a short review of the progress of the historical video being produced. She reported that the interviews have been completed in the Medford and Rib Lake areas and are ongoing in the western part of the county. She also informed committee members that the project is targeted to be complete by year-end and if not it will be finished in January of 2011, barring any unforeseen delays.

### **Reports:**

- c. Star News: Brian Wilson distributed copies of the Report and touched on several areas of it with committee members. He also distributed copies of the Fall/Winter recreation guide and reviewed information in the guide.
- d. Chamber of Commerce: Sue Emmerich distributed copies of the August and September Reports. She noted that there have been several issues with placement of events on the reader-board sign, with those issues handled by the group designated to do so. New City of Medford maps are now available according to Emmerich. She also reported that the City of Medford Development Foundation/Smart Growth committee has met and is willing to address the limited access to motels and other businesses for snowmobiles and ATVs. Discussion ensued with consensus that Gene Knoll, Mike Roiger and Jim Metz along with Ken Coyer, City of Medford police chief, should be involved in addressing the issue. It was agreed that a proposal should be submitted to the City concerning appropriate routes to businesses as it would save time, allowing the Smart Growth Committee to act on the issue without additional delay related to setting up the routes. Committee members were interested in expediting the action by the City in order to open up the routes as soon as possible to take advantage of the additional exposure for businesses within the city during the upcoming snowmobile season. Copenhaver/Mudgett to support opening snowmobile/ATV trails within the City of Medford to allow access to Motels and other businesses. The motion carried.

**Discuss other promotional items:** Brian Wilson distributed a copy of the Fall hunting placemat that was distributed to taverns, restaurants, motels and other targeted sites, questioning whether the Committee is interested in the printing and distribution of similar mats for this Fall. Following discussion, Copenhaver/Punzel to approve the printing of \$5,500 placemats at an expense of \$700.00, with 50 placemats to be laminated, as in the past order, and distributed to appropriate sites. The motion carried. There was also extended discussion of proposed tours/events for 2011. Sue Emmerich reported that the Friends of Downtown will be moving their monthly event to Tuesdays instead of Thursdays as in past years. She also said that the theme of June, 2011 event is currently open for suggestions. In 2010 the Birding Tour was scheduled in June in conjunction with the downtown event, and according to Arlen Albrecht turnout was low. One of the suggestions was a possible western/cowboy theme. It was also noted that the most popular tour was the

Amish/Mennonite related tour. There was no action taken, but discussion will certainly be taken up at future meetings on the issue.

**Approve the invoices:** The invoices which included Chamber of Commerce invoices for August and September 2010 of \$2.75 for office supplies, \$91.66 for postage, and TDS tourism sign expense of \$103.40, for a grand total of \$197.81 were reviewed by committee members. Diane Albrecht/Punzel, to approve payment of the invoices. The motion carried.

**Public Input:** Strama did note that discussion of the proposed new building along with parking lot expansion at the Perkinstown Winter Sports area is continuing.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, December 7, 2010 at 2:30 p.m.

**Adjournment:** With no further business, Diane Albrecht/Punzel to adjourn the meeting at 3:38 p.m. The motion carried.

Bruce P. Strama

## **TOURISM COMMITTEE**

Tuesday, August 10, 2010  
County Board Room

**Call Meeting To Order:** Allen Beadles called the meeting to order at 2:41 p.m.

**Members Present:** Allen Beadles, Diane Albrecht, Krist Punzel, Scott Copenhaver, Arlen Albrecht and Bruce Strama were present, with Paul Webb arriving at 2:47p.m.

**Members Absent:** Carol Mudgett and Gary Jensen were absent.

**Other Attendees:** Sue Emmerich

**Approve Minutes of the June 8, 2010 meeting:** Punzel/Diane Albrecht to approve the minutes of the previous meeting. The motion carried.

**Approve the agenda:** Diane Albrecht/Copenhaver to approve the agenda. The motion carried.

**Update on the status of the historical video project:** Sue Emmerich gave a short review of the progress of the historical video being produced. She reported that the Project was proceeding with the Rib Lake and Gilman areas in more of an advanced stage relating to the interviewing process. She also reported that Jerry DeStaercke, when still teaching, had former students compile similar information in the past, with that information saved on disc. Emmerich will review that information for possible use for the new presentation.

**Discuss and act on funding ad for "Sno Touring" Magazine:** Strama informed members that he had received the advertising order form for placement of an ad in the 2010/2011 Sno Touring Magazine. Placement of the same ad as placed in 2010 will cost \$850, the same as last year, unless received by STM Publishing Incorporated by August 24<sup>th</sup>, if so allowing a 5% reduction in cost of the ad. Following discussion, on a motion by Krist Punzel, seconded by Paul Webb, Strama was directed to place the order prior to August 24<sup>th</sup> at total cost of \$783.75 including the discount of \$41.25. The motion carried.

**Review/revise 2011 Tourism Budget for submission to the Budget Review Committee:** Strama had distributed copies of the budget sheet for Tourism and reviewed it with committee members. Strama informed committee members that county departments have been directed to submit their 2011 budgets with a 0% increase in operations. The committee upon review decided to lower the Temporary Salaries & Wages line from \$6,000 to \$4,500; increase Conference /Meeting Expense from \$0 to \$300 and Travel Expense from \$0 to \$200. Committee members decided to increase the conference and travel line items in order to allow a committee member or representative to attend the Governors Conference On Tourism. Promotional Activities was increased from \$3,888 to \$4,800, with the remainder of the 2011 budget to remain the same as the 2010 budget. Those actions lowered the total of the 2011 budget by \$88 when compared to the 2010 tourism budget total. Several members of the committee will attend the Budget Review session to inform members of the Budget Review Committee on the importance of the financing requested. Webb/Diane Albrecht to approve of the changes listed and to submit the proposed budget to the Budget Review Committee. The motion carried.

### **Reports:**

- e. There was no report as a Star News representative was unable to attend.
- f. Chamber of Commerce: Sue Emmerich distributed copies of the June and July Reports and reviewed several areas of the Report with committee members. Several members had attended the tourism booth at the Taylor County Fair and were impressed with the kayak/canoe theme. Emmerich noted that she had been contacted by "Discover Wisconsin" in relation to a proposed segment highlighting the Ice Age Trail. She felt that the expense may be excessive, but will meet with a "Discover Wisconsin" representative.

**Discuss other promotional items:** Strama had informed members that he had received a request from Wisconsin Indian Head Country, Inc., proposing that Taylor County join the organization at the expense of \$1,000 for 2011. Members felt that it is not a viable investment. Diane Albrecht did note that improper signage had been displayed adjacent to the reader board sign located on the fairgrounds property during the fair. Committee members agreed that any of those signs should be removed.

**Approve the invoices:** The invoices which included Chamber of Commerce invoices for June and July 2010 of \$2.50 for office supplies, \$62.30 for postage, TDS tourism sign expense of \$101.90 and purchase of one fair pass for \$8.00 for a grand total of \$174.70 were reviewed by committee members. Diane Albrecht/Punzel, to approve payment of the invoices. The motion carried.

**Public Input:** Arlen Albrecht reported that a group has held two Latino Rodeos on the Pedro Mareno farm this summer, with plans to hold one more this year. He stated that the Latino rodeo is different than the standard rodeo and should be interesting to watch.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, October 12, 2010 at 2:30 p.m.

**Adjournment:** With no further business, Diane Albrecht/Webb to adjourn the meeting at 3:42 p.m. The motion carried.

Bruce P. Strama

## **TOURISM COMMITTEE**

Tuesday, June 8, 2010  
County Board Room

**Call Meeting To Order:** Diane Albrecht called the meeting to order at 2:33 p.m.

**Members Present:** Diane Albrecht, Krist Punzel, Paul Webb, Gary Jensen, Carol Mudgett, Arlen Albrecht and Bruce Strama were present, with Scott Copenhaver arriving at 2:46 p.m.

**Members Absent:** Allen Beadles had an excused absence.

**Other Attendees:** Sue Emmerich, and Brian Wilson (The Star News)

**Approve Minutes of the April 13, 2010 meeting:** Punzel/Mudgett to approve the minutes of the previous meeting. The motion carried.

**Approve the agenda:** Mudgett/Jensen to approve the agenda. The motion carried.

**Update on the status of the historical video project:** Sue Emmerich gave a short review of the progress of the historical video being produced. She stated that the City of Medford tabled the request for Hotel/Motel funding for the project at this time to see if additional funding is received from other communities in the county. She felt that once the video is far enough along for viewing city council members will be more inclined to approve Hotel/Motel funding, which will be used for the hard copies of the presentation.

**Update on Birding Tour by Arlen Albrecht:** Arlen Albrecht reported that plans for the tour have been finalized and that promotion of the tour has been through WKEB, The Star News, and also aided by the Chequamegon Bird Club's association with other clubs in the area. Eleven participants had signed up at the time of the committee meeting with a total of forty five seats available. Albrecht questioned whether the tour should be held even if as few as twenty people signed up, as the tourism budget would be used to supplement any losses on the project. Committee members felt it in the best interest of future activities not to cancel the tour even if fewer participants than needed to break even were to sign up for the tour, but were optimistic that there will be many more participants.

### **Reports:**

- g. Star News (Publicist): Brian Wilson was present and reviewed the report that he had distributed with committee members. He spoke about the air show planned for June 25<sup>th</sup> and 26<sup>th</sup> at the Taylor County Airport. A hot air balloon glow will be one of the main attractions of the show. He also reported that the lakes/fishing placemats have been printed and distributed.
- h. Chamber of Commerce: Sue Emmerich distributed copies of the April and May Reports and reviewed several areas of the Report with committee members. She noted that Mike Bub has requested that a meeting of the subcommittee that reviews criteria for placement of activities promoting events in the county be scheduled to address concerns. Arlen and other subcommittee members will discuss dates available for a meeting following the Tourism Meeting and get that information to Bub in order to set a satisfactory meeting date.

**Discuss other promotional items:** Paul Webb reported that the annual antique tractor ride will take place on July 17<sup>th</sup> and will end at the Brecke rodeo grounds with parade of tractors and a meal at the grounds. The group is not requesting county funding this year but will evaluate future funding requirements following the July event. Gary Jensen reported that he has been approached in regards to creation of additional bike trails in the county. There was a short discussion of the request with no action.

**Approve the invoices:** The invoices which included Chamber of Commerce invoices for April and May 2010 of \$8.09 for office supplies, \$121.13 for postage and TDS tourism sign

expense of \$103.40 for a grand total of \$232.62 were reviewed by committee members. Jensen/Copenhaver, to approve payment of the invoices. The motion carried.

**Public Input:** There was no public input.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, August 10, 2010 at 2:30 p.m.

**Adjournment:** With no further business, Copenhaver/Mudgett to adjourn the meeting at 3:15 p.m. The motion carried.

Bruce P. Strama

## **TOURISM COMMITTEE**

Tuesday, April 13, 2010  
County Board Room

**Call Meeting To Order:** Allen Beadles called the meeting to order at 2:00 p.m.

**Members Present:** Krist Punzel, Diane Albrecht, Scott Copenhaver, Carol Mudgett, Arlen Albrecht and Bruce Strama were present.

**Members Absent:** Paul Webb was absent.

**Other Attendees:** Sue Emmerich, and Brian Wilson (The Star News)

**Approve Minutes of the February 9, 2010 meeting:** Punzel/Diane Albrecht to approve the minutes of the previous meeting. The motion carried.

**Approve the agenda:** Diane Albrecht/Jensen to approve the agenda. The motion carried.

**Update on 2010 Chequamegon Bird Club affiliated tour to be held in conjunction with the Friends of Down town promotion:** Arlen Albrecht reported that he has been working with the Bird Club and has outlined the June 17, 2010 tour stops. He also distributed a brochure/map designating the "birding hotspots" in the county. A DVD will be used to inform tour members of what may be expected at each stop. Lunch is planned at Mondeaux Dam. The cost of the bus is \$550, with charges to be pro-rated per participant in addition to the meal charge to cover tour expense. The Medford Chamber of Commerce will be handling the ticket sales for the tour. If the bus does not fill completely the tourism budget will cover any additional expense for rental of the bus.

### **Reports:**

- i. Star News (Publicist): Brian Wilson was present and reviewed the report that he had distributed with committee members. He also distributed a copy of the 2010 Spring/Summer Taylor County Visitors Guide. He noted that he has been in contact with the Taylor County Airport Manager Jim Wood in relation to promotion of the annual fly-in, and with a party interested in holding a Mexican rodeo in the county. He also noted that the placemats featuring lakes and fishing in the county are being printed for distribution.
- j. Chamber of Commerce: Sue Emmerich distributed copies of February and March Reports, noting that there was in excess of 5,000 attendees at the annual home show. She also reported that there were 192 participants for the "Woman's Weekend" event held in February, which was approximately 80 more than had attended the event in 2009. ATV and snowmobile registrations are both up according to Emmerich. She also reported that the Leadership Medford group will be putting on a presentation comparing the community of New London with Medford. The comparison focused on health care, school systems and emergency services. Committee members were encouraged to attend the presentation to be held on April 26<sup>th</sup> in the Medford City hall at 6:30 p.m.

**Discuss other promotional items:** Emmerich stated that she and Brian Wilson have been working on creating a historical video as discussed at the prior meeting. She distributed a proposal which included an outline of the procedure and the estimated cost. The one to one and one half hour video will raise awareness of activities of the Tourism committee and be used for educational purposes, both in the schools and at other venues. It may also be used as the basis for future tours. Hard copies of the video will also be produced for those not able to view the video, with 500 copies planned. The estimated expense of the project is \$10,930. Emmerich proposed using \$4,500 of the funds appropriated for temporary salaries and wages and \$3,230 of the funds appropriated for promotional events in the 2010 tourism budget along with a request for hotel/motel tax to fund the project. There was additional discussion including suggestions of producing additional videos, perhaps more in depth for select areas or an extended county wide version for those showing greater interest. Following the discussion, Jensen/Copenhaver to approve of proceeding with the

project as discussed including the use of \$4,500 for temporary wages and \$3,230 of from promotional activities funding from the 2010 tourism budget. The motion carried.

**Approve the invoices:** The invoices which included Chamber of Commerce invoices for February and March 2010 of \$2.80 for office supplies, \$105.68 for postage and TDS tourism sign expense of \$79.16 for a grand total of \$187.64 were reviewed by committee members. A contract for 2 booths at the Taylor County Youth fair for \$120 was also introduced by Strama. Diane Albrecht/Punzel, to approve payment of the invoices and the Fair contract. The motion carried. Jensen questioned the expense for a phone line used to make changes to the reader board sign. He felt that there may be an alternative to the phone line for making those changes on the sign at no or lesser expense. Strama will check with Taylor County IT Department for other possible alternatives.

**Public Input:** Arlen Albrecht reported that he has been working with maintenance director Jeff Ludwig in securing a 50% matching grant for the proposed updating or replacement of the chalet at the Perkinstown Winter Sports Area. Albrecht stated that he will be drafting a letter in support of the proposed project and ask that it be approved at a future tourism meeting. Committee members seemed to agree that they would support the project. Sue Emmerich also informed members that the forest service office in Medford will remain open, a change from the previous intentions to close that office.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, June 8, 2010 at 2:30 p.m.

**Adjournment:** With no further business, Diane Albrecht/Copenhaver to adjourn the meeting at 3:30 p.m. The motion carried.

Bruce P. Strama

## **TOURISM COMMITTEE**

Tuesday, February 9, 2010  
County Board Room

**Call Meeting To Order:** Diane Albrecht at 2:41 p.m.

**Members Present:** Allen Beadles, Diane Albrecht, Krist Punzel, Gary Jensen, Scott Copenhaver, Arlen Albrecht and Bruce Strama

**Members Absent:** Carol Mudgett and Paul Webb

**Other Attendees:** Brian Wilson and Sue Emmerich

**Approve Minutes of the December 8, 2009 committee meeting:** Beadles/Punzel to approve the minutes of the previous meeting. The motion carried.

**Approve the agenda:** Copenhaver/Punzel to approve the agenda. The motion carried.

**Discuss and act on funding an ad in the "TERRAIN TRACKS" Magazine:** Strama had included a copy of the correspondence received from STM Publishing Inc. with the agendas and reported that Paul Webb had contacted him stating that Webb supported placing an ad in the magazine. At \$240.00, the cost of the ad remains the same as in 2009 and if approved at this meeting a 5% discount (\$12.00) would be available. Copenhaver/Jensen to approve funding the "TERRAIN TRACKS" Magazine ad as discussed. The motion carried.

**Discuss and act on proposed 2010 tour to be held in conjunction with the Friends of Downtown promotion:** Arlen Albrecht reported that he has been working with the Chequamegon Bird Club planning the route and activities for the proposed tour. According to Arlen the tour will take in much of the county, with the final viewing area located at the north end of the Mill Pond in the city. Related activities will continue that evening to include a speaker in the downtown area. There will be a charge for the tour as in past tours with the Tourism Budget defraying any additional expenses incurred if the bus does not fill completely. Following the discussion, Beadles/Punzel to direct Arlen Albrecht to proceed with the planning of the tour to be held in June. The motion carried.

### **Reports:**

- k. Star News (Publicist): Brian Wilson gave a verbal report of past and future tourism activities that the Star News has been or will be associated with. The Spring/Summer Recreation Guide is currently being planned. He did note that there was an error in the date listed for the Chelsea Lake Fishing Contest on the placemats distributed after the last meeting. He also stated that approximately 5,500 placemats were printed instead of the approved 5,000, with the additional placemats distributed outside of Taylor County, generally in businesses in the HWY-29 corridor. Wilson requested an additional \$100 for printing of the placemats. Jensen/Beadles to approve allocating an additional \$100 to the Star News for printing approximately 500 more placemats than originally requested. The motion carried.
- l. Chamber of Commerce: Sue Emmerich had distributed copies of the Chamber Report for review by committee members immediately prior to the meeting. She informed members that the Chamber will be implementing a new web site later in 2010 which will have a page for the Tourism Committee if they desire. The tourism web page would include the Chamber Report, Agendas and other relevant information with potential for savings related to printing along with getting information to committee members in a more timely fashion. Committee members supported having a page dedicated to the Tourism Committee as offered by Emmerich.

**Discuss and act on other promotional items discussed:** There was discussion of printing summer fishing related placemats similar to those distributed in 2009, which according to Wilson and Emmerich were a huge success. According to Wilson and

Emmerich, businesses were very appreciative of a promotion with no fees involved. Beadles/Jensen to approve printing of 5,500 placemats by the Star News at a cost of \$700.00 to be distributed to businesses in Taylor County along with targeted areas outside the county. The motion carried. There was also extended discussion of the interest in historical information which is relevant to and available in all areas of the county generally retained by individuals that either experienced those times and events or have been informed by someone that has. Members were very interested in spearheading a project which would compile historical information and make it available to the public through video or firsthand which could be in conjunction with future tours or events. Emmerich offered the Chamber's assistance in a project to compile historical information as discussed. The Committee was supportive of the project.

**Approve the invoices:** The invoices had been included with the Chamber Report and reviewed by committee members. Punzel/Beadles to approve the invoices from December, 2009 and January, 2010 of \$67.48 for office supplies, \$137.04 for postage and \$79.14 for the phone line servicing the reader-board sign. Punzel/Beadles to approve the Chamber invoices from December of 09 and January of 2010 with a total of \$283.66. The motion carried.

**Public Input:** Arlen Albrecht reported that a piece of property in Stetsonville may be donated to the village and will be designated as a park once the transaction is finalized. The old-growth timber on the property adds to the value as park property. He also reported that a county-wide Lake Association is being formed which will concentrate on controlling the spread of invasive species. The Association plans to have members present at boat landings on opening day of fishing season to educate fisherman and aid in correct procedures for controlling those species. There will be an April 20<sup>th</sup> 2010 meeting to educate members of the county-wide association.

**Next Committee Meeting:** The next meeting of the Taylor County Tourism Committee will be Tuesday, April 13, 2010 at 2:30 p.m.

**Adjournment:** With no further business, Punzel/Beadles to adjourn the meeting at 4:00 p.m. The motion carried.

Bruce P. Strama