

TOURISM COMMITTEE

Tuesday December 13, 2011
County Board Room

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

Members Present: Diane Albrecht, Dave Lemke, Krist Punzel, Gary Jensen, Scott Copenhaver, Ken Klahn, Arlen Albrecht and Bruce Strama were present.

Members Absent: Paul Webb had an excused absence.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the October 11, 2011 meeting: Copenhaver/Jensen to approve the minutes of the previous meeting. The motion carried.

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

Discuss Ag Tourism Study: Arlen Albrecht led the discussion related to a study being conducted in relation to agricultural tourism. The study is being done in an effort to document the amount of tourism dollars that can be associated with the agriculture related tourism. Following the discussion it was the consensus of the committee members that Taylor County does not have a large amount of tourists that fit into the definition describing agricultural tourists. Members felt that the clientele of berry producers in the county may be included as they do visit the site and many of the berry pickers are from outside Taylor County. Most other agriculture sites are limited in accessibility by either bio-security or liability issues. Arlen will address the possibilities and include Taylor County information in the study.

Reports:

- a. **Star News;** Brian Wilson distributed copies of a report, reviewing many activities that the Star News had promoted over the past couple of months along with some future activities being discussed. Wilson reported that the Photo Contest had been a huge success due to both the number of photos that will be available for future use by the county and the popularity of the contest with those that submitted photos. Wilson has contacted Tom Rusch in reference to updating the Pine Line Trail Book. Rusch is interested in updating the book which he had helped produce initially. Wilson will pursue the possible update, reproduction and funding related issues and report back to the Committee.
- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the October and November Reports. She noted the minimal number of ATV and snowmobile registrations for October and November, which she felt was related to the economy. She also reported on the activities related to the finalizing of construction and opening of STH-13 through the city, noting the amount of work that was performed by the Chamber.

Discuss and act on any other promotional items discussed: Sue Emmerich informed committee members that the "Women's Weekend Out" will be held again in 2012. The event has been a huge success in the past, drawing many participants from outside Taylor County as well as residents of the county. She requested \$500 to aid in funding the event in 2012. She informed committee members that the \$500 is necessary to allow the entry fee to remain at \$25 per participant. The goal of the Chamber is to not increase the entry fee and still provide a quality event. Punzel/Jensen to approve the \$500 request by the Chamber for the "Women's Weekend Out" event. The motion carried. There was also extended discussion of a promotion surrounding the maple syrup industry in Taylor County. Many issues were discussed that could be included in such a promotion, but it was the consensus of the Committee that the planning process will be time consuming and that it will be necessary to plan for the proposed event as soon as possible. Several members volunteered to plan for an event to take place later in the spring of 2012, possibly late April or early May.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for October and November 2011 of \$1.70 for office supplies, \$66.31 for postage, and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$171.41. Copenhaver/Lemke to approve payment of the invoices. The motion carried.

Public Input: Dave Lemke gave an update on progress in expanding the parking lot at the Perkiinstown Winter Sports Area. He reported that the expansion is complete for 2011, but will require some additional touch up work in 2012 to address any settling of the fill. According to Lemke the lot will hold approximately three times as many vehicles as it did prior to the expansion and improves on both access and visibility of the chalet and tubing hill. Following completion there will also be an area for bird watching. Lemke noted that the goal is to make the area an attraction year round with multiple uses. Arlen Albrecht passed around an issue of the "Mammoth Tales" publication which had an article related to a portion of the trail near Rib Lake which had a Mobile Skills Crew Project in 2011.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, February 7, 2012 at 2:30 p.m.

Adjournment: With no further business, Punzel/Jensen to adjourn the meeting at 3:52 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday October 11, 2011
County Board Room

Call Meeting To Order: Diane Albrecht called the meeting to order at 2:31 p.m.

Members Present: Diane Albrecht, Dave Lemke, Krist Punzel, Gary Jensen, Scott Copenhaver, Paul Webb, Ken Klahn, Arlen Albrecht and Bruce Strama were present.

Members Absent: All members present.

Other Attendees: Brian Wilson (Publicist)

Approve the Minutes of the August 9, 2011 meeting: Copenhaver/Lemke to approve the minutes of the previous meeting. The motion carried.

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

Review/update on the photo contest: Brian Wilson reported that the contest was a huge success with 149 entries. He noted that the majority of the photos entered were in the Spring/Summer category. A panel of judges including Nate Meyer, Tina Nelson and a Wisconsin Department of Tourism representative narrowed the field in each of the categories to 5 finalists. The 10 photos chosen as finalists will be published in the Star News and voted on by the public with the winners announce during the Harvest Days Celebration on October 27th -30th. Photos submitted are property of Taylor County and may be used for future tourism promotions.

Reports:

- a. **Star News;** Brian Wilson distributed copies of the 2011-2012 Fall/Winter Recreation Guide to committee members. He had gotten a copy of a brochure/pamphlet pertaining to interesting features and uses of the Pine Line Trail which had been produced years earlier and felt it may be of interest to update and reproduce a similar brochure/pamphlet. Wilson will look into possible reproduction and report his findings at a future meeting for possible action.
- b. **Chamber of Commerce;** Sue Emmerich was unable to attend, but the chamber office had delivered August and September Reports to the county clerk's office for distribution along with a Travel Wisconsin Events magazine and material related to Chamber of Commerce/Tourism duties along with a listing of both past and present activities that the Chamber had promoted.

Discuss and act on any other promotional items discussed: There was extended discussion of avenues to enhance tourism in Taylor County and improve on the 67th ranking of the 72 counties in the state. Dave Lemke suggested setting a goal of becoming the 60th ranked county and once reaching that, pursue an even higher ranking. Committee members agreed that there are many single day events in the county, but in order to attract more people from outside the county and improve revenues, more multi-day events need to be offered. Members felt those events must be centered around assets available within the county such as snowshoeing and cross country skiing, especially with the gaining emphasis on physical fitness in today's society. Numerous ideas were discussed and it was noted that ideas surrounding larger scale events will require increased manpower and county-wide cooperation which is a challenge. Including organizations and communities may be the avenue to staffing larger events.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for August and September 2011 of \$4.75 for office supplies, \$113.49 for postage, and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$221.64. Webb/Jensen to approve payment of the invoices. The motion carried.

Public Input: Arlen Albrecht reported that the aluminum "Welcome to Taylor County" signs North on STH-13 and West on STH-64 are becoming faded and will need to be refurbished or replaced in the near future. He and Strama will look into related expenses and report back. Dave Lemke gave an update on progress in expanding the parking lot at the Perkinstown Winter Sports Area. He also reported that the person in charge of policing the national forest roads and sites does a very poor job when it comes to public relations, issuing citations with no explanation when a warning would be proper. That person in Lemke's opinion is a detriment to tourism in the county and suggested drafting a letter to the Federal Forest Service stating the county's concern along with publishing the requirements associated with public use of the national forest to help inform the public of required permits etc. Brian Wilson will be addressing the public awareness aspect with Strama and Lemke drafting and delivering correspondence affirming the county's concern with the forest service personnel and that person's demeanor. Arlen Albrecht introduced a guest, Maartha, who was a grazing dairy farmer from Nicaragua with a herd of 60 animals. She answered questions from committee members interested in a comparison of the aspects of farming from Nicaragua to Wisconsin. She was asked what had impressed her while visiting Wisconsin, with the clean environment top on her list.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, December 13, 2011 at 2:30 p.m.

Adjournment: With no further business, Webb/Punzel to adjourn the meeting at 3:51 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday August 9, 2011
County Board Room

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

Members Present: Diane Albrecht, Dave Lemke, Krist Punzel, Gary Jensen, Scott Copenhaver, Paul Webb, new committee member Ken Klahn and Bruce Strama were present.

Members Absent: Arlen Albrecht was excused.

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

Approve the Minutes of the June 14, 2011 meeting: Punzel/Lemke to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Lemke/Klahn to approve the agenda. The motion carried.

Review and prepare 2012 tourism budget for submission to the Budget Review Committee: Committee members reviewed both the 2011 budget and 2012 proposed budget making adjustments that would reduce the 2012 budget by 2% in comparison to the 2010 budget as requested by the Budget Review Committee. The adjustments were to increase line 5225 and 5320 each by \$50 and to reduce line 5311 by \$200, Line 5325 by \$250, line 5339 by \$150 and line 5348 by \$246. Copenhaver/Webb to approve the proposed 2012 tourism budget with the amendments listed that would reduce the 2012 budget by \$746 which is equal to 2%. The motion carried.

Discuss and act on funding Sno-Touring Magazine for 2011/2012: The committee members discussed the changing trend to use the internet in place of paper in promotions and advertising. Webb stated that the Sno-Touring Magazine ad in the past has been a wise investment and would still support purchase of the ad. He stated that when riding trails the publication would remain as a stable source of a state-wide snowmobile map to be enhanced with use of any local/county-wide maps available. Following discussion, Jensen/Punzel to fund an ad in the Sno-Touring Magazine at the cost of \$783.75, following update of the photo and information to be included in the ad by the Chamber of Commerce. The motion carried.

Discuss and act on a county-wide photo contest: Brian Wilson had investigated the proposal to organize a photo contest as discussed at the June Tourism Meeting. He distributed a proposal to fund the contest at an estimated cost of \$600, \$350 for prize money and \$250 for advertising. There would be two categories, Fall/Winter and Spring/Summer, with all images received becoming property of Taylor County for use for future promotional purposes. Both Wilson and Emmerich noted the importance of having a photo bank for tourism promotion. Entries must be submitted by September 19, 2011, with five finalists selected and possible announcement of winners at the Harvest Days Event on October 27, 2011. Copenhaver/Jensen to approve a \$600 expenditure to fund a photo contest to be organized by the Star News. The motion carried. In the event the estimated cost of \$600 was insufficient the Committee members would consider additional funding.

Reports:

- a. **Star News;** Brian Wilson reported that weekend of the Fair/Car Show/Duck Race was very busy and he was uncertain whether so many events in one weekend is advantageous or not. Demand for the Recreation Guides in the waysides is high, according to the vendor. Wilson reported that including a Taylor County map in each guide would cost approximately \$300 in labor for placing maps in the Guides, plus the maps. He questioned whether a hunting placemat will be requested again for fall. Webb/Lemke to print hunting placemats at a cost of \$700 similar to those printed in 2010. The motion carried. Wilson also reported that the Star News is busy planning

the Fall/Winter Guide and questioned the inclusion of a full page ad for the Perkiostown Winter Sports Area in the Fall/Winter Guide as in the past at a cost of \$350. Strama was not certain whether that had been paid by the Winter Sports Area Budget or Tourism Budget in 2010. Jensen/Klahn to purchase the ad in the 2011 Fall/Winter Guide to be paid from the same account as in 2010 if funding is available. The motion carried.

- b. Chamber of Commerce;** Sue Emmerich distributed June and July Reports. She reported that one of the Historical videos has been completed and was featured at the tourism fair booth. There will be two videos at the same expense as originally estimated for one. The second video will be related to recreation within the county. Emmerich has been working with Dave Fleegel preparing for a premier viewing of the historical video at the theater owned by Fleegel. She also outlined activities that will be taking place at the Harvest Days Event, to include an End of the Detour walk/run event, a ribbon cutting for the STH-13 project and other related activities.

Discuss and act on any other promotional items discussed: Ken Klahn had suggested including in the Sno-Touring magazine ad a statement that any snowmobiler asking for would receive a free promotional bag to include specials at Taylor County Establishments. Emmerich stated that the Chamber has prepared such bags in the past and also included \$5 in chamber cash for purchases at chamber member establishments in the bags. Following discussion, Webb/Punzel to approve funding for \$5 in chamber cash for two hundred bags (\$1,000) and the bags, to be distributed by Taylor County motels and other room rental establishments and the Chamber Office and only upon request by snowmobilers. The promotion is in effort to estimate how many snowmobilers are referring to the Sno-Touring magazine which may determine whether the county continues with an ad in the magazine in the future.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for April and May 2011 of \$3.70 for office supplies, \$108.34 for postage and TDS tourism sign expense of \$103.40 along with \$95.45 for supplies used to paint the "Welcome To Taylor County" signs and a \$50 donation to the Arts Scholarship Fund for the labor in painting the signs. The total of those invoices to be approved was \$360.89. Webb/Jensen 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, October 11, 2011 at 2:30 p.m.

Adjournment: With no further business, Webb/Jensen to adjourn the meeting at 4:14 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday June 14, 2011
County Board Room

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

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

Members Absent: Paul Webb and Dave Lemke

Other Attendees: Ken Klahn, Brian Wilson (Publicist), with Sue Emmerich arriving at approximately 2:45 p.m.

Approve Minutes of the April 12, 2011 meeting: Copenhaver/Punzel to approve the minutes of the previous meeting. The motion carried.

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

Reports:

- a. **Star News;** Brian Wilson reported that he has been in contact with the vendor that places the Recreation Guides in the state owned waysides to find out which areas are most active. He will report the findings to Strama for distribution to committee members. Wilson will also be gathering information in reference to placing the guides, possibly along with inserted Taylor County maps at the wayside locations in 2012. The current contract runs from January 1st through December 31st of 2011. Wilson will question the vendor as to how that may affect Taylor County's rate as placement did not take place until April of 2011, possibly a monetary break or extended placement. He will keep the committee members informed to allow budgeting for 2012 funding required.
- b. **Chamber of Commerce;** Sue Emmerich distributed April and May Reports and informed committee members that the Chamber news Reports are now being distributed via e-mail. She stated that e-mail delivery saves about \$500.00 each month in postage. According to Emmerich both boat and ATV license sales are up and Taylor County registered the highest number of Snowmobiles and ATVs thus far in 2011 state-wide.

Update on historical video project: Emmerich reported that she will preview the video with committee members Punzel, Jensen, Copenhaver and Arlen Albrecht on July 20th at 4:00 p.m. at the chamber office. Plans for running the video at the Taylor County Fair will proceed with the possibility of featuring the video either in the main Historical Society building or possibly in the Old School.

Discuss and act on any other promotional items discussed: Several items were discussed with direction that Strama include discussion of a photo contest on the August agenda. It was also noted that there was no Rodeo held in June of 2011 and that there are no plans to hold one in the future due to the lack of support and related expense. The STH-13 road construction and the effect it is currently having and will continue to have throughout the summer months was discussed.

Approve the invoices: The invoices which included Chamber of Commerce invoices for April and May 2011 of \$5.40 for office supplies, \$147.51 for postage, TDS tourism sign expense of \$103.40, \$120.00 for two booths at the Taylor County Fair and \$1,014.00 for temporary salaries and wages were reviewed. The total of those invoices to be approved was \$1,390.31. 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 9, 2011 at 2:30 p.m.

Adjournment: With no further business, Punzel/Mudgett to adjourn the meeting at 3:31 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday April 12, 2011
County Board Room

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

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

Members Absent: Paul Webb

Other Attendees: Sue Emmerich and Brian Wilson (Publicist)

A moment of silence was observed for Allen Beadles, former Tourism Committee chair who had passed away on Sunday, March 27, 2011.

Approve Minutes of the February 8, 2011 meeting: Punzel/Jensen to approve the minutes of the previous meeting. The motion carried.

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

Discuss and act on a resolution requesting declaration of the second Saturday in May as International Migratory Bird Day and authorization for Taylor County to apply and implement criteria for "Bird Day" recognition: Strama had included a copy of the resolution previously approved by the Land Conservation Committee along with the agendas when mailed to committee members. The item had been discussed at the previous tourism meeting and following a short discussion, Copenhaver/Punzel motioned to approve the resolution as presented. The motion carried.

Discuss and act on the request for a \$50.00 application fee to be submitted along with the Bird County application: Jensen/Mudgett to approve \$50.00 from the promotional activities line in the tourism budget for the application fee to be submitted along with the Bird County application. The Motion carried.

Update on the historical video project: Sue Emmerich reported that the project will not be complete pending an interview with Robert Rusch which will take place in May. She asked if several members of the Committee would be willing to review the video once complete. Punzel, Jensen, Copenhaver and Arlen Albrecht offered to assist in review of the video upon request.

Update on progress of the proposal and funding requests related to state wayside placement of publications: Brian Wilson distributed copies of the 2011 Spring/Summer Recreation Guide to committee members. He noted that distribution of the Recreation Guide at waysides state-wide except those four areas located on either side of Wisconsin Dells has become reality with the Village Rib Lake and City of Medford Hotel/Motel tax covering \$2,500 of the fee and Taylor County Tourism covering the other \$2,500 as discussed at the previous Tourism Meeting. Wilson stated that he will receive reports showing the location and number of pieces of literature issued to the public from the vendor that has the contract to display literature at the waysides.

Reports:

- a. Star News: Brian Wilson noted activities that have received promotion since the last meeting. Wilson asked if the Committee was considering printing of placemats focused on the opening of fishing season as in the past several years. The mats have been welcomed by restaurants and taverns in the area and are a popular promotional item according to most committee members. Jensen/Punzel to approve up to \$700 for printing of placemats as in the past several years. The motion carried.

- b. Chamber of Commerce: Sue Emmerich distributed copies of the February and March Reports. She reported that 4,800 people had attended the Home/Business Expo and that the tourism booth was busy all weekend. Prizes donated by local restaurants were well received by participants in the magnetic fishing pond located at the tourism booth. She also reported that there were 220 participants in the Women's Weekend event held in February, 30 more than in 2010 and 60 more than in 2009. Participants attended the event from 22 Wisconsin cities and 3 cities in Minnesota, with all of the local motels renting rooms to event participants.

Discuss and act on any other promotional items discussed: It was reported that the Farmer's Market near the River Walk in the City of Medford will be held on Tuesday afternoons and into the evening in 2011, and that the Friends of Downtown will schedule their events on Tuesdays instead of Thursdays to coincide with the Farmer's Market.

Approve the invoices: The invoices which included Chamber of Commerce invoices for February and March 2011 of \$5.40 for office supplies, \$86.16 for postage, and TDS tourism sign expense of \$103.40, for a grand total of \$194.86 were reviewed by committee members. Jensen/Punzel, to approve payment of the invoices. The motion carried.

Public Input: Arlen Albrecht noted that the Land Stewardship Conference held in Rib Lake on Saturday April 9, 2011 was well attended.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, June 14, 2011 at 2:30 p.m.

Adjournment: With no further business, Copenhaver/Jensen to adjourn the meeting at 3:24 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, February 8, 2011
County Board Room

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

Members Present: Diane Albrecht, Carol Mudgett, Krist Punzel, Arlen Albrecht and Bruce Strama were present; with Scott Copenhaver arriving shortly after the meeting was called to order.

Members Absent: Allen Beadles, Paul Webb and Gary Jensen

Other Attendees: Claire Romanak, Catherine Scott, Joe Scott, Torrance Scott, Brad Ruesch, Sue Emmerich and Brian Wilson (Publicist)

Approve Minutes of the December 7, 2010 meeting: Punzel/Albrecht to approve the minutes of the previous meeting. The motion carried.

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

Discuss and act on a proposal to have Taylor County designated as a Bird City/County: Arlen Albrecht and Claire Romanak, president of the Chequamegon Bird Club reported that the Club is interested in having Taylor County designated as a Bird County. Copies of a resolution and the application were distributed for review. According to Albrecht and Romanak the criteria set forth to become a Bird City/County has been met and that following approval of the resolution by the Taylor County Board of Supervisors and submission of the application the designation should be realized. There is an annual fee of \$50.00 required to retain the designation, with the initial \$50.00 dollar fee required when the application is made. Romanak informed the committee members that the second Saturday in May is International Migratory Bird Day and that an annual bird festival event is planned for May 8, 2011 at the Perkinstown Winter Sports Area. Following further discussion, Mudgett/Punzel to include the Tourism Committee along with the Land Conservation Committee in supporting the resolution for designation of Taylor County as a Bird County, with the resolution to be submitted to the County Board for approval. Copenhaver questioned whether the designation may interfere with timber production or be too restrictive in other areas related to bird habitat. Albrecht stated that the designation will not require any additional restrictions in addition to those in effect at the present time in relation to bird habitat. The vote was taken and the motion passed unanimously. A request for the \$50.00 fee to be submitted along with the application will be included on the next Tourism Committee agenda.

Discuss and act on purchase of ad space in the new Taylor County Snowmobile/ATV map: Brad Ruesch reported that his department was in the process of updating and printing a new version of the snowmobile/ATV map. The map is generally updated about every three years with twelve to fourteen thousand copies planned for this edition. Strama had included a copy of the ad along with the agenda for review by committee members. Discussion by committee members ensued with the consensus that doubling the add size, updating information and including additional information should be the route to take. Going with the current ad would cost \$100.00 with the expense for doubling ad size set at \$150.00. Sue Emmerich noted some updates that need to be made and following discussion it was decided that Emmerich and the Chamber of Commerce should update the ad to include additional information and submit it to Ruesch for printing. Copenhaver/Punzel to double the add size and have the Chamber do the updates at a total expense of \$150.00. The Motion carried.

Discuss and act on purchase of an ad in the Terrain Tracks ATV Magazine: Strama reported that the Committee has purchased an ad in the Terrain Tracks Magazine the past several years, and that Paul Webb generally reports on the significance of the ad in that publication, but that he could not be present today. Following discussion, Punzel/Mudgett to

approve purchase of an ad in the Terrain Tracks Magazine as in the past at the expense of \$242.25, taking advantage of the discount. The motion carried.

Discuss and act on "Destination Medford" project fund request for 2011: The Chamber had submitted a request for \$750.00 to aid in promotion of the 2011 "Destination Medford" event. Emmerich reported that there were 160 registrants at this time and that the expectation was for at least 200 participants in 2011. She noted some scheduling changes that will take effect in 2011 along with new classes offered. The \$25.00 fee will remain the same, which Emmerich stated does not cover the cost of the event but does allow participants to spend additional funds at local businesses when attending. Copenhaver/Punzel to approve the request of \$750.00 by the Medford Chamber of Commerce to promote the "Destination Medford" event. The motion carried.

Discuss and act on approval of filing fees for the "Welcome to Taylor County" sign locations: Strama reported that there are written agreements with the land owners where the "Welcome to Taylor County" signs are located but that those agreements have not been filed in the Register of Deeds office. The agreements are for the duration of 99 years and should be filed so there is record of the agreement in the case of sale of the property in which case the agreement remains in effect. There are four locations for the "Welcome to Taylor County" signs, with the filing fee for each agreement of \$30.00. Copenhaver/Mudgett to approve payment of the filing fee of \$30.00 for each agreement with land owners where the signs are located. The motion carried. Arlen Albrecht noted that he had contacted the art department in Medford and that they are willing to refurbish the signs in May or June. They requested a donation to the Arts Scholarship Fund in return.

Update on the status of the historical video project: Sue Emmerich reported that the preview date for the video has been set back to sometime in April, with the preview set to take place at the theater in Medford.

Reports:

- a. Star News: Brian Wilson distributed copies of the Report, noting that the Spring/Summer Recreation Guide will feature arts and crafts on the cover. He also has followed up on the discussion at the prior meeting related to getting the Taylor County Recreation Guide included with information available at the state waysides. There were three options ranging from \$7,500.00 annually to \$5,000 annually. The most reasonably priced option would have the guides placed at rest areas state-wide except for those four areas located on either side of Wisconsin Dells. Committee members felt that the \$5,000 option would be favorable due to cost and distribution area, but funding would not be available in the tourism budget. Emmerich proposed requesting \$2,500 from Hotel/Motel tax with the Tourism budget funding the remaining \$2,500. Strama stated that he felt this would be an option, but that funding other promotional events in 2011 may be affected dependent on the number of requests received. Committee members realizing the possible effect voted on a Punzel/Mudgett motion to approve up to \$2,500 for circulation of Taylor County Recreation Guides in rest areas state-wide except at the four Wisconsin Dells locations pending approval of the matching funds from Hotel/Motel tax. The motion carried. Punzel stated that he will propose at a Rib Lake meeting coming up soon that funding be appropriated for the placement of circulations at the waysides to help defray the cost somewhat for the Tourism Committee and the Hotel Motel tax account.
- b. Chamber of Commerce: Sue Emmerich distributed copies of the December and January Reports. She reported that planning for the Tourism booth at the Home/Business Expo is well underway and that numerous items have been donated for disbursement to those visiting the booth. Emmerich proposed including 10 throw blankets in the items to be given away at an expense of \$200 to the Tourism Committee. Following discussion it was decided not to approve of the \$200 for the

throw blankets as the budget is getting stretched pretty slim with the approval of \$2,500 for circulation of the Recreation guide. Emmerich distributed samples of Wellness Passport promotion she had received from an adjoining county and questioned whether committee members felt it a viable promotion for Taylor County at no expense. The committee supported the development of a similar promotion by the Chamber.

Discuss and act on any other promotional items discussed: There were no other promotional items discussed.

Approve the invoices: The invoices which included Chamber of Commerce invoices for December, 2010 and January 2011 of \$4.50 for office supplies, \$85.60 for postage, and TDS tourism sign expense of \$103.40, for a grand total of \$193.50 were reviewed by committee members. Copenhaver/Punzel, to approve payment of the invoices. The motion carried.

Public Input: Arlen Albrecht noted that the Land Stewardship Conference will be held in Rib Lake on Saturday April 9, 2011.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, April 12, 2011 at 2:30 p.m.

Adjournment: With no further business, Copenhaver/Mudgett adjourn the meeting at 3:52 p.m. The motion carried.

Bruce P. Strama