

TOURISM COMMITTEE

Tuesday, December 11, 2012
Chamber of Commerce Office

Call Meeting to Order: Committee Chair Dave Lemke called the meeting to order at 2:30 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Bill Breneman, Ken Klahn, and Bruce Strama were present.

Members Absent: Paul Webb, Gary Jensen and Arlen Albrecht were absent.

Other Attendees: Sue Emmerich, Claire Romanak and Brian Wilson (Publicist)

Approve the Minutes of the October 9, 2012 meeting: Diane Albrecht/Punzel to approve the minutes of the previous meeting. The motion carried.

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

Review requests for promotional funds: There were two requests for promotional funds reviewed for approval. The first request was from the Chequamegon Bird Club. Clair Romanak reviewed the status of the Club which had in 2010 worked to get Taylor County recognized and registered as a Bird City/County. The Club has held an annual event at the Perkinstown Winter Sports Area the past two years with the third annual event planned for the first weekend in May, 2013. Her request was for \$100.00 which will be used for the annual renewal of the Bird City/County Status for Taylor County. Following the discussion, Breneman/Klahn to approve the \$100.00 request submitted by the Chequamegon Bird Club. The motion carried. The second request was from the Chamber of Commerce. The request was for \$500.00 to be used for advertisement and setup of the 2013 Women's Weekend Event scheduled for February 22nd through the 24th 2013. Sue Emmerich informed committee members that this is a non-profit event for the Chamber with the goal of increasing tourism dollars spent at local businesses. According to Emmerich the \$500.00 requested helps keep the registration fee at \$25.00 allowing participants to spend more money at the local businesses. Punzel/Diane Albrecht to approve the request for \$500.00 submitted by the Chamber of Commerce for the Women's Weekend Event. The motion carried.

Review progress related to the proposed Maple Festival Event: Ken Klahn and Dave Lemke reported that all of the individual Lions organizations within Taylor County have agreed to send at least one representative to a planned group meeting to be held at the Sports Page on Monday December 17th at which time the final decision should be made regarding agreement of the organization to head up the proposed Maplefest event. Both Klahn and Lemke were fairly optimistic that the Lions would agree to head the event. Klahn and Lemke have agreed to be contacts listed for tourism support in the event the Lions agree to head up the event.

Reports:

- a. **Star News;** Brian Wilson distributed copies of a report prepared for the Committee. He also distributed copies of possible placemat options for review, which included mats related to Dairyland Baseball, Fall Colors, the Maplefest event, Snow Fun, County Adventure, Home Grown Foods, Festival Fun, Landmarks and Theatre Events. He did note that if there was interest in printing single color placemats the cost would be \$650 for 15,000 mats and \$885 for 20,000. Committee members agreed that if placemats for the winter are going to be printed and distributed they need to be ordered at this time. Klahn/Diane Albrecht to have 10,000 "Snow Fun" related place mats printed for distribution at the cost of \$885.00. Committee members directed that the placemats also include Ice fishing events scheduled for 2013. The motion

carried. There was some discussion of printing a Maplefest placemat but members felt it would be appropriate for the organization heading up the event to request funding from the Tourism Committee and print their own mats if they make the decision to go that route.

- b. Chamber of Commerce;** Sue Emmerich distributed copies of both the October and November 2012 Reports which listed the many events and activities supported by the Chamber. Emmerich stated that since the snow fall last weekend ATV/snowmobile registrations have jumped tremendously. Emmerich also noted that the Chamber has been working with the new Taylor County Fair Manager in an effort to aid in her preparation for the 2013 Taylor County Youth Fair. She also invited committee member to come to her office and view the Terry Bradshaw Economic Development presentation. Members were anxious to view the presentation and Emmerich departed to prepare for the viewing.

Discuss and act on any other promotional items discussed: Chairman Lemke questioned whether any members had information of interest related to tourism activities in their areas. Bill Breneman distribute copies of the brochure prepare for the 2013 Western Taylor County Expo/ June Dairy Days Event to be held June 15 & 16, 2013 and also reported that the Sniegfest will be held in Gilman on February 2nd. The Perkinstown Snowshoe Race will be held on January 19th and there will be several fishing contests also being held prior to the February Tourism meeting. Ken Klahn asked if anything was being done in reference to surfacing the Pine Line Trail as had been discussed at the previous meeting. Dave Lemke informed him that the Rails-to-Trails Commission will pursue placement of blue granite surfacing, probably only several truckloads, to a small portion of the trail to see how that product would grade out.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for October and November 2012 of \$.70 for office supplies, \$30.37 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$134.47. Diane Albrecht/Punzel to approve payment of the October and November 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, February 12, 2013 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Diane Albrecht/Klahn to adjourn the meeting at 3:30 p.m. The motion carried. Following the meeting committee members were to stop in Sue Emmerichs office to view the Terry Bradshaw Economic Development presentation.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, October 9, 2012

Chamber of Commerce Office

Call Meeting to Order: Committee Chair Dave Lemke called the meeting to order at 2:30 p.m.

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

Members Absent: All members present.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the August 21, 2012 meeting: Breneman/Punzel to approve the minutes of the previous meeting. The motion carried.

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

Review progress related to the proposed Maple Festival Event: Ken Klahn reported that the Lions October regional zone meeting will be held on Wednesday, October 17, at which time the decision should be made in reference to the Lions heading up the proposed event. If the Lions decide not to be the lead organization for the event other organizations will be approached to head up the Maple Festival Event. There is a limited amount of time remaining for planning and holding the event which has been projected to take place in April of 2013.

Reports:

- a. **Star News;** Brian Wilson distributed copies of the 2012 Fall/Winter Visitors Guide for review. Committee members felt that the glossy cover and back page were an attractive addition to the guide. Wilson when asked informed committee members that approximately 9,000 guides were printed. He also distributed copies of the Fall/hunting placemat for review. There was some discussion of placemats to be ordered in 2013 with interest in something referring to the Maple Festival Event.

- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the August and September 2012 Reports which listed the many events and activities supported by the Chamber.

Discuss and act on any other promotional items discussed: The Western Taylor County Expo Organization had completed a Tourism Project Fund Request and an informational sheet pertaining to an event planned to take place in conjunction with the June Dairy Days Event. The request was for \$1,000 to be used for advertising/promotion, trophies, medals and other related expenses for the Western Taylor County Expo. The total estimated expense for the event is \$5,500, with requests totaling that amount being requested from six different sources. Several activities included in the Expo include classic wheel entries, a triathlon, and a fun/run walk event. Following review of the request, Jensen/Diane Albrecht to approve the \$1000.00 request received from the Western Taylor County Expo Organization. The motion carried. Paul Webb had been working on the parking area adjacent to the Pine Line Trail and reported that some signage is needed at the current small parking lot located at the Allman St./River Drive intersection and at the new trailer parking lot location as well as a sign on the Pine Line Trail itself directing ATVs and snowmobiles to the new parking lot. Webb had an estimated expense of \$245.00 for all signs and installation material required. He and Gene Knoll are willing to perform the installation at no cost. Diane Albrecht/Jensen to approve \$245.00 for the purchase of the requested signs and installation material following any approvals required by land owners or municipalities. The motion carried. Webb will submit invoices to Strama for payment.

Approve the invoices: Strama noted that he had approved, as he has had to in the past, an invoice for the ad placed in the Fall/Winter Guide. The timeline for approval does not allow approval by the Tourism Committee. The invoices reviewed included Chamber of Commerce invoices for August and September 2012 of \$2.15 for office supplies, \$87.25 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$192.80. Webb/Diane Albrecht to approve payment of the August and September invoices and to give Strama authority to approve invoices between meetings when required. The motion carried.

Public Input: Ken Klahn noted that he has been in contact with Taylor County residents, trying to connect personally, and has gotten input on issues that some of the residents have. A couple issues brought to Klahn's attention were possible earlier opening of the Pine Line Trail to snowmobiling and surfacing of the Pine Line Trail to improve trail conditions for riding bike in the summer months. Klahn said he will be happy to be able to report that the trail will if conditions allow, be open earlier for snowmobiling. Klahn encouraged other committee members to make an attempt to connect personally with county residents in an effort to obtain ideas and receive input on what concerns or desires they may have. Klahn also felt it may be appropriate to include on the Project Fund Request Form a question similar to "Does your organization plan on donating to other Taylor County Organizations?" He felt that including the statement may remind those organizations that receive tourism funding that each organization also has the ability to come to the aid of others. There was also some discussion of events that will be held in the county in respective areas this fall.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, December 11, 2012 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Diane Albrecht/Webb to adjourn the meeting at 3:15 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday August 21, 2012
Chamber of Commerce Office

Call Meeting To Order: Committee member Bill Breneman called the meeting to order at 2:34 p.m.

Members Present: Krist Punzel, Bill Breneman, Paul Webb, Gary Jensen, Ken Klahn, Arlen Albrecht, and Bruce Strama were present. Dave Lemke arrived shortly after the meeting was called to order.

Members Absent: Diane Albrecht had an excused absence.

Other Attendees: Bob Thompson, Brad Ruesch, Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the June 19, 2012 meeting: Punzel/Webb to approve the minutes of the previous meeting. The motion carried.

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

Discuss and act on statement of support for Rail Trail parking lot and extended trail opening: Bob Thompson and Brad Ruesch were present to discuss a proposal to designate a parcel of land owned by Thompson as parking area for snowmobilers. The parcel is located across River Drive from the Pine Line Trail. A culvert would need to be placed in the ditch for access, with Thompson reporting that he has a culvert and a permit for placement also noting that he is not asking for any compensation for the culvert or use of the property. Thompson also informed committee members that in many instances the Rail Trail could be opened to snowmobiling earlier than the rest of the snowmobile trail system as there are no water crossings or wetlands to contend with. There was extended discussion of benefits as well as possible problems associated mainly with the proposed early opening of the trail. Ruesch noted that even though the trail may look to be in good shape earlier, there may not be ample snow to sustain travel which may create problems. Use of ATVs in those early stages may also be detrimental. Ruesch informed committee members that he has ten days from the time the trails are open to snowmobiles to also open them to ATVs according to county code. Another concern would be the use of connecting trails that were not open at the time of Pine Line Trail opening if it were opened earlier. Pluses would be the ability of riders to access Price County trails via snowmobile earlier and tourism dollars spent at trail adjacent and other businesses in the county. It was noted that Ruesch would still be in charge of opening and closing of the trail system including the Rail Trail if problems were to arise. Following discussion, Webb/Jensen to approve support for a one year trial of early Pine Line opening if conditions allow and use of the proposed Thompson parking. The motion carried. Strama was directed to draft correspondence stating the support for the one year trial for the parking lot and trail opening to be submitted to Ruesch prior to the next Forestry and Recreation Committee meeting.

Discuss and act on placement of ad in SNO-TOURING MAGAZINE: Strama informed committee members that he had received a request for approval of an ad in the Sno-Touring Magazine @ \$825.00 for a ¼ page. Committee members following discussion decided that the \$825.00 in funding for the ad may be used more effectively. Klahn/Jensen not to fund the ad in the Sno-Touring Magazine. The motion carried.

Discuss and act on the proposed 2013 tourism budget: Strama distributed copies of the 2012 budget also listing carry-over amounts and a copy of the budget sheet for 2013 for review by committee members. Following review Webb/Punzel to approve a total 2013 tourism budget of \$36,504, the same as in 2012. The motion carried.

Review progress related to the proposed Maple Festival Event: Ken Klahn and Dave Lemke reported that the proposed event has been introduced to several Lions chapters and will be on agendas of other chapter meetings for review. The goal is to get a club or association to take the lead in sponsoring the proposed event and at this time the Lions have been approached as they do have substantial membership and would be most able to sponsor the proposed event. Klahn and Lemke noted that the decision as to whether the Lions will be willing to run the event will be made in October at the Lions Zone meeting.

Reports:

- a. **Star News;** Brian Wilson reported that the 2012 Fall/Winter Visitors Guide is being prepared and may feature a glossy cover and back page which will add some expense but be more attractive and durable. He also noted that if the committee intends to print the Fall/hunting placemats action needs to be taken at this meeting to allow time for printing and distribution. Committee members felt that the placemats have become very popular and that the current print of approximately 5,000 may not be a sufficient amount. Following discussion, Klahn/Breneman to print \$10,000 Fall/hunting placemats including the same amount of laminated as in past printings with the expense not to exceed \$1,400.00. Brian Wilson will contact County Clerk Strama in reference to printing and expense issues for approval. The motion carried. There was also discussion of distribution expense and a proposed request for \$1,500.00 from Hotel/Motel Tax to aid in distribution. Jensen/Lemke to request \$1,500.00 from Hotel/Motel Tax to aid in distribution of the 2012 Fall/Winter Visitors Guide. The motion carried. Lemke will be present at the City Council meeting to make the request.
- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the June and July 2012 Reports which listed the many events and activities supported by the Chamber. She reviewed several activities including the taping of "View Points" by Terry Bradshaw on July 20th which will be aired on TV and shown to the community once complete. The chamber will be posting a face book page on the web for additional exposure of Tourism events and activities.

Discuss and act on any other promotional items discussed: Sue Emmerich had completed a Tourism Project Fund Request and an informational sheet pertaining to the purchase of inflatables and related equipment. The Chamber has researched local organizations that may be interested in renting the inflatable play stations for children. There is substantial interest in renting inflatables if the cost were more reasonable than the fee charged by companies from outside the area. They could be used year-round for events inside and outside for summer events. They would not be rented to individuals, but could be rented by the business where an individual may be holding an event. The request was for \$2,000 from Tourism for the purchase of two inflatables with the total cost for the purchase of the two inflatables including related equipment at \$11,000. The proposed rate for rental would be two to two hundred fifty for the first inflatable and an additional one to one hundred fifty for the second. The savings for the second would be possible due to staff and equipment savings realized at one set-up location. Klahn/Jensen to approve the \$2,000.00 request by the Chamber for the purchase of two inflatables and related equipment. Bill Breneman reported that the Village of Gilman is moving forward with the planning for a "Western Taylor County Expo" which would be held the same weekend as the June Dairy Days' but be a completely separate event.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for June and July 2012 of \$1.10 for office supplies, \$48.15 for postage, TDS tourism sign expense of \$103.40 and temporary wages of \$651.25. The total of those invoices to be approved was \$803.90. Jensen/Punzel 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 9, 2012 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Jensen/Punzel to adjourn the meeting at 4:35 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday June 19, 2012

Chamber of Commerce Office

Call Meeting To Order: Chairman Dave Lemke called the meeting to order at 2:34 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Bill Breneman, Paul Webb, Arlen Albrecht, and Bruce Strama were present.

Members Absent: Ken Klahn and Gary Jensen were absent.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the April 10, 2012 meeting: Diane Albrecht/Punzel to approve the minutes of the previous meeting. The motion carried.

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

Review progress related to the proposed Maple Festival event: Ken Klahn was unable to attend the meeting but had submitted information in reference to the planned event. He noted that he has been in contact with Greg Krug, lead person for all of the Lions chapters in Taylor County to discuss ideas and encourage consideration by the Lions to take the leadership role in the proposed event. Krug will take the proposal to Lions chapters within the county for consideration. There was a brief discussion of possibly holding a contest for ideas for a new Maple Fest Logo. Sue Emmerich distributed a fact/idea sheet for review which outlined some of the ideas discussed, including possible events considered for the Maple Fest event and direction for proceeding.

Reports:

- a. **Star News;** Brian Wilson reported that due to IT problems he was unable to print a report for the June meeting.
- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the April and May 2012 Reports. She informed committee members that UTV registrations are now being processed at the Chamber. There have been many new applications even though UTVs are generally not allowed on most Taylor County Trails. She also noted that license plates are now required for ATVs instead of just the stickers. Emmerich also reported that the Chamber has been in contact with producers of "Viewpoint" which is an economic development series on the discovery channel affiliated with Terry Bradshaw the former football quarterback. The producers of the series had contacted the Chamber requesting to do a segment on Medford due to the successes and diversity of businesses located here. The series will help promote economic development in the county. She would also like to create a brochure which would combine five or six of the current tourism related brochures into one with more of a professional appearance. She had an example of what the brochure would look like with colored photos printed on a better grade of paper. The cost of crating and printing 2,500 brochures would be \$1,725.16. The Chamber will be putting together new packets for interested parties and would include the new combined brochures in the packets. Following discussion, Webb/Breneman to approve \$1,725.16 for producing and printing 2,500 combined tourism brochures for \$1,725.16 to be charged to the Promotional Maps and Brochures account #5319. The motion carried.

Discuss and act on any other promotional items discussed: Bill Breneman reported that the Gilman Lions are considering the possibility of organizing a triathlon event. They are also considering the possibility of holding that event in conjunction with an Expo similar to the one held annually in Medford and June Dairy Days. All of the planning is in the early stages according to Breneman. The Gilman Fall Festival is scheduled for August 24th, 25th and 26th in 2012.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for April and May 2012 of \$2.55 for office supplies, \$136.68 for postage, TDS tourism sign expense of \$103.40 and temporary wages of \$1,257.75. The total of those invoices to be approved was \$1,500.38. Diane Albrecht/Punzel to approve payment of the invoices. The motion carried.

Public Input: Committee members were informed that the company that was scheduled to supply the midway for the Taylor County Fairs has backed out at the last minute. Any suggestions are welcome for a substitute.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, August 21, 2012 at 2:30 p.m. to be held at the Chamber Office.

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

Bruce P. Strama

TOURISM COMMITTEE

Tuesday April 10, 2012
Third Floor Jury Room

Call Meeting To Order: Diane Albrecht called the meeting to order at 2:32 p.m.

Members Present: Diane Albrecht, Dave Lemke, Krist Punzel, Scott Copenhaver, Gary Jensen and Bruce Strama were present. Ken Klahn arrived at 2:48 p.m.

Members Absent: Paul Webb and Arlen Albrecht were absent.

Other Attendees: Brad Ruesch, Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the February 7, 2012 meeting: Copenhaver/Punzel to approve the minutes of the previous meeting. The motion carried.

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

Reports:

- a. **Star News;** Brian Wilson distributed copies the 2012 Spring/Summer Visitors Guide for review by the Committee. He noted that the Guide will be placed at sites within the STH-29 corridor for distribution. The Committee had directed Wilson to check on including a Taylor County Tourism Map in each Guide. Wilson's contact has proposed that the maps be in a separate slot at distribution centers instead of being included within the Guide. The cost for an additional slot would be \$325.00 annually for the placement of 5,000 maps in addition to the Spring/Summer Guide. Strama reported that there are 15,000 maps remaining which would probably still last a couple of years even if 5,000 were provided annually for the distribution sites. Copenhaver/Jensen to supply the distributor with 5,000 maps for distribution at the sites in the STH-29 corridor for an additional \$325.00. The motion carried. Wilson also reported that the "Silent Sports" magazine is interested in reporting on the Pine Line Marathon which would be a nice plug for the event.

- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the February and March 2012 Reports. She informed committee members that the Women's Weekend event had over 300 entries, which is a record turnout. She reported that participants were pleased with the event as were businesses in the area. According to Emmerich the Home Show was also a success with plans already in the works for holding the event again in 2013. The quilt show may be held on both Saturday and Sunday in 2013 instead of just on Saturday as there is great interest with many attendees. Those that have displays at the quilt show may be requesting funding from the Tourism Committee for quilt racks allowing display of their items. There are no plans to charge for admission to the Show and the shuttle bus will continue to be available even though it was used sparingly due to the exceptionally warm weather in 2012. Emmerich distributed copies of a report completed by Andrea Buska in reference to her experience at the 2012 Wisconsin Governor's Conference on Tourism. She also distributed a copy of the Milwaukee Journal Sentinel editorial highlighting Taylor County as a winter getaway.

Review information pertaining to a proposed Maple Festival event: Ken Klahn addressed the Committee, informing the members that he has been in contact with others interested in holding the proposed Maple Festival event, and will follow up more extensively at the next meeting.

Discuss and act on any other promotional items discussed: Klahn reported that he attended a meeting at which the western parts of the county are planning a "Western Taylor County Expo" for promotion of the western part of Taylor County. He has also been approached by several people in relation to expanding the ATV trails/routes in the county. Brad Ruesch informed Klahn and others present that in order to create routes on municipal

roads, each municipality must formally approve those routes. That would include towns, villages, cities and the county. He also stated that route or trail expansion must take into consideration safety and liability issues that could arise. Ruesch gave several suggestions which may be helpful in expanding the trail/route system in Taylor County, noting it needs to be done properly in order for any trail system expansion to survive. Klahn/Jensen to draft a letter of encouragement for the Taylor County Highway Committee in consideration of ATV/UTV enthusiasts' requests for expansion of the ATV/UTV trails/routes system in Taylor County considering both safety and legality. The motion carried.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for February and March 2012 of \$1.20 for office supplies, \$66.47 for postage, and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$171.07. Copenhaver/Punzel to approve payment of the invoices. The motion carried. Strama did note that due to the deadline for publication, that he had called Committee Chair, Diane Albrecht, and she had approved payment of \$350.00 for a full page color ad in the Spring/Summer Visitor's Guide.

Public Input: Strama had received a draft of a proposed new "Welcome to Taylor County" sign from Pro Design, which he passed around for Committee review. Committee members showed some interest in possibly running a contest to gain input on a possible update of the "Welcome to Taylor County" sign. There may be more discussion pertaining to this issue at a future Tourism Committee Meeting.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, June 19, 2012 at 2:30 p.m.

Adjournment: With no further business, Punzel/Jensen to adjourn the meeting at 4:05 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday February 7, 2012
County Board Room

Call Meeting To Order: Diane Albrecht called the meeting to order at 2:32 p.m.

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

Members Absent: Paul Webb and Gary Jenssen were absent.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist)

Approve the Minutes of the December 13, 2011 meeting: Copenhagen/Lemke to approve the minutes of the previous meeting. The motion carried.

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

Review information pertaining to a proposed Maple Festival event: Ken Klahn addressed the Committee, informing the members of his findings upon research of holding an event of the magnitude discussed at the previous meeting. Initially there were intentions of holding a Maple Festival event in 2012, but Klahn reported that if it were hurried and the event were held it may fail, whereas if correctly planned and successful in the initial year it would be more likely to succeed. He informed committee members that in his opinion the roll of the committee in launching the proposed event would be to prepare a presentation and introduce that event presentation to an organization that may be interested in running the event. That organization may include other organizations, possibly branching off with additional activities related to the event to help expand the event. It was the consensus of the committee that the Lions Organization may be the most capable organization to be targeted as lead organization, due to the number of chapters within the county. Klahn, with the aid of the chamber will work on creating a presentation to be introduced to the Lions and other organizations. Klahn will also be attending organizational meetings and speaking with members of multiple organizations in an attempt to promote the event. The Committee would also be willing to offer financial aid to support a Maple Festival event.

Reports:

- a. **Star News;** Brian Wilson distributed copies of a report, reviewing the many activities that the Star News had promoted over the past couple of months. He reported that the vendor with which we had contracted in 2011 to place the Taylor County Recreation Guide in waysides around the state is no longer in that business. There was discussion of other options with the consensus that targeting the STH-29 and the STH-8 corridors may be the most advantageous in promoting tourism in the county. It was motioned by Lemke with a second by Klahn to approve funding in the amount not to exceed \$1,500 for contracting with a vendor to place promotional literature in tourism racks for display in restaurants, gas stations and other areas visited by those traveling the STH-29 and STH-8 corridors. The motion carried. Contracting with the vendor will not only be dependent on Taylor County Tourism, but will require funding from the Hotel/Motel Tax from the City of Medford and from the Village of Rib Lake.
- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the December 2011 and January 2012 Reports. She informed committee members that the Women's Weekend event has over 225 entries at this time and that they are expecting in excess of 300, which will be a record turnout. She reported on website issues which were resolved also noting that two chamber staff members will be attending the Wisconsin Governor's Conference on Tourism. According to Emmerich the Home Show that will be held March 16th through the 18th will be much larger than in past years and will be utilizing the Medford Elementary School to offer an Outdoor Recreation Expo in addition to the Simek Center where the main Home

Show displays are located and the Medford Sr. High School where the quilt show is displayed on Saturday March 17th. The chamber will be submitting a request for \$500 for advertising the expanded show to help defray marketing expenses according to Emmerich. Lemke/Klahn to approve a request for \$500 from the Medford Chamber of Commerce to aid in marketing the Home Show event upon receiving the request. The motion carried.

Discuss and act on any other promotional items discussed: Arlen Albrecht reported that he had been contacted in relation to the procedure for getting a message on the reader board located at the STH-13/64 intersection. He felt there should be an effort made to inform organizations of the procedure as some organizations do not have that information. Brian Wilson offered to use the Star News to get that information out. Strama informed committee members that he had contacted Pro Design about possibly creating a logo for Taylor County which will include a maple leaf. Pro Design agreed to create drafts of possible logos and present them to the Committee along with cost estimates at a future meeting.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for December 2011 and January 2012 of \$2.20 for office supplies, \$90.61 for postage, and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$196.21. Copenhaver/Punzel to approve payment of the invoices. The motion carried.

Public Input: Ken Klahn felt that there needs to be more effort made to inform Taylor County residents that there is a Tourism Committee, and that the Committee is here to support them. He will be attempting to convey that message as should all committee members and our publicist, the Star News.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, April 10, 2012 at 2:30 p.m.

Adjournment: With no further business, Copenhaver/Lemke to adjourn the meeting at 3:45 p.m. The motion carried.

Bruce P. Strama