

Town of Phelps, Vilas County, Wisconsin
PO Box 157, Phelps, WI 54554
MINUTES OF PHELPS
SPECIAL JOINT TOWN BOARD, CHAMBER & COMMUNITY DEVELOPMENT
COMMITTEES MEETING
Wednesday, September 28, 2011
Phelps Town Hall

The meeting was called to order by Chairman Snook at 6.00 PM. Present were Supervisors McCaslin, Kimmerling, Brand, Waier and Clerk/Treasurer Hiller. Also in attendance were 22 citizens who were also members of the Chamber and the Community Development Committees.

The meeting was posted at the Phelps Community Center, First National Bank-Phelps Branch, Phelps Convenience Center, and emailed to the Vilas County News Review.

Discussion: Marketing of Town. Chairman Snook introduced Greg Smith and Emmy Fink of Discover Wisconsin. Mr. Smith gave a video presentation of what Discover Wisconsin Media Network (DWMN) is all about. DWMM can promote your area by the following four comprehensive and customized promotion elements:

1. Television Series
2. Radio Series
3. Trade Shows/Events
4. Public Relations.

The Television Element is a half hour Discover Wisconsin television episode featuring Phelps as the content with a three minute overview of the episode which will also be on the Discover Wisconsin Website. The thirty minute episode will be broadcasted three times throughout their syndicated television network over a two year period. A calendar of events promotes their partners and destination events year-round in each week of the aired DW-TV episodes. A direct Web Integration also includes your destination visit on Discoverwisconsin.com website for additional information about your town. Discoverwisconsin.com will feature their partners in its Destination pages and will be the featured destination on the web home-page during your weeks of broadcast. The Radio Series features you five times over the two year period. Discover Wisconsin attends numerous trade shows and events over a seven state area. The public relations experts help generate a stir in your Destination's market through press releases as the show near its air date on TV.

Phelps Total DWMN investment would be \$36,000. This can be stretched over a two or three year period.

Citizen Input: Discussion was brought up regarding the Phelps website. It was suggested to go on Google and certify the Phelps website. Discussion on what people thought about the presentation. The Chamber and Community Development committee members and Town Board were very impressed with what they could do for us for the cost. The Town Board will be working on the 2012 budget starting next week and will take this under consideration.

Adjournment: Supervisor Waier moved to adjourn the meeting. Supervisor McCaslin seconded the motion. Motion passed. Meeting was adjourned at 7:44 PM.

Marjorie Hiller, Clerk/Treasurer