

Governor's Council on Tourism
June 10, 2010
Tommy Thompson WHEDA Commerce Center
Madison, WI
Minutes

COUNCIL MEMBERS PRESENT: Chair Lola Roeh, Mr. Joe Klimczak, Ms. Romy Snyder, Secretary Kelli Trumble, Mr. George Tzougros, Ms. Kari Zambon, Senator Holperin, Mr. Brian Kelsey, Ms. Kathy Kopp, Ms. Linda John, Mr. Dave Olsen, Representative Kaufert (10:55am).

MEMBERS EXCUSED: Senator Fitzgerald, Jerry Danforth, Deb Archer, Stacey Watson, Omar Shaikh, Ruth Goetz

MEMBERS ABSENT: Representative Clark, Dr. Ellsworth Brown.

OTHERS PRESENT: Kris Ullmer, Chet Gerlach, Tammy Tritz, Ron Vincent, Julia Hertel, Dennis DuChene, Lynn Peters (11:25am).

STAFF: Shelly Allness, Janet DesChenes, Freya Reeves.

1. Welcome and Introductions led by Chair Roeh.

2. Council Feedback on Spring/Summer Travel Trends: Council

- Member Snyder: Things going great! The area is selling out of hotel rooms. June's outlook is very good. Guests tend to be booking their stays much closer to day of travel.
- Member Zambon: Hoping to hold steady through June. Some areas are much stronger than others.
- Member Klimczak: Things look good in the southwest thus far. More out of state travels have been noticed.
- Member Kopp: holiday weekend very good (good weather helped), families were the main group.
- Member John: Eau Claire area is doing great so far. Room tax collections are up 12% from last year. The recent Eau Claire air show was a very positive impact.
- Sen. Holperin: Noticed his district had a strong holiday weekend. He noticed discretionary spending not there yet, but the people are there. Nice weather has helped so far.
- Chair Roeh-not as strong as they'd like, trend is a lot of food coming in, therefore guests are not eating at restaurants locally, hopeful NASCAR will have good impact, ticket sales are strong. The low water levels are strongly affecting business in the north. PGA is seeing lodging pick up.

3. Additional Summer Campaign Investments: Secretary Trumble

Additional media will be completed to help with late summer bookings. This will include TV in Chicago; Chicago Tribune ad insertion; Minneapolis Star Tribune insert and banner impression online. New markets were also added, Green Bay/Appleton for TV and radio and Appleton/Oshkosh radio.

4. Industry Platform: Chet Gerlach, Julia Hertel, & Kris Ulmer, Tourism Federation of Wisconsin (TFW)

The Tourism Federation of Wisconsin is collectively leading and delivering the following three critical industry messages to legislative candidates. The three issues include: 1) tourism promotion funding; 2) room tax and 3) school start date.

- TFW was very happy to hear the Governor's Conference on Tourism would be moved to Madison every other year. This move would create the potential for an industry legislative day.
- TFW stressed the importance of small businesses in Wisconsin, many are in our industry.

5. Sustainable Funding Task Force Update: Chair Roeh

Conference call coming up in June to review position paper; another call scheduled for early July.

6. SECRETARY'S REPORT

- Budget: FY 11-13 is due in September.
- Other Department Initiatives
 - Travel Information Center Grants are soon to launch. A review committee is being formed.
 - A Task Force has been put together for Meetings & Conventions.
 - The Travel Green Wisconsin program is going well. Soon a decision will be made regarding the type of procurement process to be initiated.
 - Sports Travel has been moving along well.
 - The Department is striving to communicate more efficiently with the industry.
 - Conference Sponsorship event at the Executive Residence will be June 30.

- US Travel Associations Travel Leadership Summit has been rescheduled for 2011.

7. Wisconsin Rail Plan 2030: Linda John

Sponsored by WI Dept. of Transportation there was talk about the overall planning strategy for the Wisconsin rail plan. Three primary issues were discussed, 1) public relations and marketing-benefits of rail and getting this message to the public, 2) the station locations, and 3) conversion of trails back to rails. Believe PR and marketing will be a key role for the tourism industry on this issue.

8. Gateway Visitor Information Center Update: Kathy Kopp

The program currently has 30 partners and things are moving along nicely. Kathy discovered a lot of organizations have not yet heard about this effort. Kathy's location has already been reordering publications, those businesses were pleasantly surprised. The leaders of this effort want to hear comments and suggestions and solutions, please sent to co-chairs Kathy Kopp and Dave Minor. They will continue to consistently review this and make adjustments when needed. Kathy has started a fundraising campaign to raise money for new signage.

-Question on the cost of DOT signage on their right of way.

-Some of the previous visitor welcome centers are not being maintained-grass is not cut, weeds are tall, etc. The overgrowth creates the appearance that Wisconsin is closed for business. See Action Items.

9. Governor's Awards Subcommittee Recommendations: George Tzougros

The handout that was provided by George codifies the rules so everyone is aware of what is and is not allowed for this new awards program. The tight deadline last year had an impact on the program as a whole; there was not adequate time for: 1) creating awareness and 2) getting the nominations completed in time. We will need to post this on the industry site, ensure the EDS team is sharing it with our partners, include it in the Tourism Business Journal and ensure it's more widely known. This will make for a stronger awards program.

10. Marketing & Communications Presentation: Janet DesChenes & Freya Reeves

- Update on Miles of Fun Giveaway
- Activity & Events Guide Direction 2010 – Most popular pieces, addition of a teaser piece
- Publications Direction 2011
- Travelwisconsin.com Changes

- Web Stats & Call Center Updates
- Public Relations Update
- Meetings Mean Business Initiative

11. NEXT COUNCIL MEETING: September 9, 2010, St. Croix Scenic River way, St. Croix Falls

- A FAM tour on September 8 will be included. The Council can plan to arrive Sept. 8 for the FAM tour of Polk Co.

12. OTHER BUSINESS AND CLOSING REMARKS

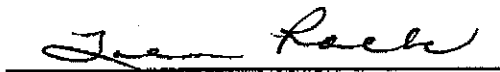
-Washington & Louisiana has openly supported Arizona's position on illegal immigration.

Meeting adjourned at 1:58 pm.

REQUIRED ACTION

- Secretary Trumble to call DOT regarding signage and the lack of building maintenance in the Hudson visitor center.
- Follow through with Governor's Awards Subcommittee Recommendations.
- Janet DesChenes will prepare a ROI report for TFW and Council for JEM and Ready, Set, Go! Grants.

Approved by:



Lola Roeh, Chair, Governor's Council on Tourism



Kelli Trumble, Secretary, Department of Tourism