



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council on Tourism Minutes

August 21, 2108

Madison, WI

1:00-2:00 p.m.

I. Council Roll Call: Council Secretary, James Bolen took the Roll Call. Those present, absent and guests were:

PRESENT: Representative Jill Billings, James Bolen, Cindy Burzinski, Paul Cunningham, A.J. Frels, Pete Helland, Brian Kelsey, Stephanie Klett, Joe Klimczak, Kathy Kopp, Michelle Martin, Mary McPhetridge, Christian Overland, Lola Roeh, George Tzougros.

ABSENT: Deb Archer, Senator Janet Bewley, Apache Danforth, Paul Upchurch

STAFF PRESENT: Sarah Klavas, Lisa Marshall, Shelly Harkins, Joellyn Merz, Shane Brossard

GUEST: Kaitlin Hanson, Assistant Director, Washburn County Tourism

II. Call Meeting to Order and Welcome

Council Vice Chair Brian Kelsey

Council Vice Chair Brian Kelsey called the meeting to order at 1:00 p.m.

III. Secretary's Report

Secretary Stephanie Klett

Secretary Klett introduced three new Council members and asked them to provide background. The new members appointed by Governor Walker to serve include A.J. Frels (LaCrosse), Michelle Martin (Spooner), Mary McPhetridge, (Ashland).

Secretary Klett announced that Joellyn Merz was retiring after 36 years of service to the state. Deputy Secretary Sarah Klavas read a tribute to Joellyn's career and the Council thanked her for her service.

Secretary Klett introduced the guest presenter, Gabe Cherenkov, Director of Operations, Birch Trail Summer Camp.

IV. Guest Presentation

Gabe Cherenkov, Birch Trail Summer Camp

- Council members were presented an overview of the value of summer camps to Wisconsin's economy. The economic impact includes the real estate taxes paid by camps, local purchases made when by parents when they drop off and pick-up their campers as well as when they come to Parents Weekend or to visit.
- Gabe indicated that many summer homes are acquired by parents or alumni.
- Campers/families come from all over the world and are attracted to Wisconsin primarily through word-of-mouth.



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V. Reports

Staff

- A. Lisa Marshall reported on Geiger Tours and emphasized the most recent that took place on the Great River Road. Council provided feedback on how to keep Wisconsin top-of-mind with previous tour participants.
- B. Shane Brossard presented the plans for Facebook Live scheduled for August 31 in conjunction with the Wisconsin Badger Football game season opener. Council members are invited to attend.
- C. Shelly Harkins distributed the 2018 Fiscal Year Grant Portfolio and highlighted changes made to the rules of Meetings Mean Business and Ready Set Go Sports grants. She also discussed the Walk with Walker initiative.
- D. Deputy Secretary Klavas gave an update on the current Travel Green program, acknowledging that sustainably has changed since the program started in 2007. The internal team continues to work on updates to keep the program relevant. Klavas shared information on "Over-tourism" from the recent education conference (ESTO) she attended. The Council discussed what the concept of what over-tourism means in their communities and regions.

VI. Old Business

There was no old business.

Vice Chair, Brian Kelsey

VII. New Business

There was no old business.

Vice Chair, Brian Kelsey

VIII. Adjournment

Kathy Kopp motioned to adjourn, and Joe Klimczak seconded. Meeting was adjourned at 2:15 p.m.

Vice Chair, Brian Kelsey

Respectfully Submitted:

James Bolen, Council Secretary

Approved by Brian Kelsey, Vice Chair