



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

RELEASE: Immediate  
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## **ADVISORY TO THE MEDIA:**

The Governor's Council on Tourism will meet from 10:00 a.m.–2:00 p.m., Tuesday, October 7 at the Department of Tourism, 201 West Washington Avenue, 1<sup>st</sup> Floor Conference Room, Madison, WI 53703. The public and press are welcome to attend.

**Governor's Council Agenda  
October 7, 2014  
Department of Tourism  
201 West Washington Avenue  
1<sup>st</sup> Floor Conference Room  
Madison, WI 53703**

Council Roll Call

Council Secretary James Bolen

- |      |  |                             |
|------|--|-----------------------------|
| I.   | Call Meeting to Order, Welcome and Introductions | Council Chair Paul Upchurch |
| II.  | Approval of May 15, 2014, Minutes                | Council Chair Paul Upchurch |
| III. | Secretary's Report                               | Stephanie Klett             |
- Introduce New Hires
  - Meeting Professionals International World Education Council
  - 100<sup>th</sup> Anniversary Governor Tommy Thompson Fish Hatchery
  - Bo Ryan and 2015 Summer Ad
  - WTMJ4 Carole Meekins Interview
  - 2014 Tribal Consultation
  - 2014 WI State Fair
  - Budget Meeting with Governor Update
  - Cheese Days Promotions/Chicago Tribune Article
  - Beef-A-Rama, Minocqua
  - Warrens Cranfest
  - 2014 TTRA Annual Conference, Atlanta
  - Governor's Small Business Summit, Racine
  - Chilimania 25<sup>th</sup> Anniversary Commendation
  - Manure Spraying Correspondence
  - Awards



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IV. Committee Reports

- Sports
- Meetings and Convention
- Grants
- Marketing
- Travel Green

James Bolen & Dawn Zanoni  
Deb Archer & Dawn Zanoni  
Paul Upchurch & Abbie Hill  
Stacey Watson & Stephanie Klett  
Joe Klimczak & Sarah Klavas

V. Special Travel Green Presentation

Sarah Klavas

VI. Public Relations

- Fall Update
- Otto Update – Industry Use, EAA/State Fair, TV Appearances
- Geiger Tours – Bayfield, Lake Geneva, Sheboygan County
- Bo Ryan Earned Media Update

Lisa Marshall & Danielle Johnson

VII. Technology and Customer Service

- Cities and Regions Refresh on TravelWisconsin.com
- Video Projects Update
- Digital Communications Progress Report
- Travel Wisconsin's Digital Assets website
- Social Media

Joellyn Merz & Shane Brossard

VIII. Meetings

- 2015 WIGCOT Update
- Connect Marketplace
- ESTO
- Walk with Walkers

Dawn Zanoni

IX. Industry Relations and Services

- Recruitments & Open Positions
- International Marketing

Sarah Klavas



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- |       |                     |                             |
|-------|---------------------|-----------------------------|
| X.    | Round Robin Updates | Council Members*            |
| XI.   | Old Business        | Council Chair Paul Upchurch |
| XII.  | New Business        | Council Chair Paul Upchurch |
| XIII. | Adjournment         | Council Chair Paul Upchurch |

\*If any Council Members would like to say a few words about an important event that occurred in your area since the last Council Meeting, please contact Amy Bayer at [abayer@travelwisconsin.com](mailto:abayer@travelwisconsin.com) and it will be added to the agenda.