



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

**Governor's Council Agenda
January 7, 2016
Department of Tourism
201 West Washington Avenue
1st Floor Conference Room
Madison, WI 53703**

Council Roll Call: Council Secretary, James Bolen took the Roll Call. Those present and excused were:

PRESENT: Deb Archer, James Bolen, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Brian Kelsey, Stephanie Klett, Scott Krause, Collin Price, Lola Roeh, George Tzougros, Paul Upchurch, Stacey Watson

EXCUSED: Senator Janet Bewley, Representative Jill Billings, Pete Helland, Joe Klimczak, Kathy Kopp, Senator Terry Moulton, Representative Travis Tranel

STAFF PRESENT: Amy Bayer, Shane Brossard, Abbie Hill, Deputy Sarah Klavas, Joellyn Merz, Lisa Marshall, Dawn Zaroni, Emily Lorenz, Hilary Burg

VISITORS: Dave Blank (Real Racine), Sara Brish (Steven's Point CVB), Christine Rebout (Janesville CVB), Pam Seidel (Fox Cities CVB), Julia Hertel (WACVB), Celestino Ruffino (Beloit CVB), Wendy Dobryzinski (Circle WI), Trisha Pugal (WH&LA), Chet Gerlach (AWTA)

I. Call Meeting to Order, Welcome and Visitor Introductions **Council Chair Paul Upchurch**
Chair Paul Upchurch called the meeting to order at 10:05 a.m.

II. Approval of October 8, 2015 Minutes **Council Chair Paul Upchurch**
Lola Roeh made the motion to approve the minutes from October 8, 2015. Brian Kelsey seconded the motion. Motion carried. Minutes approved.

III. Open Election **All**

1. Council Chair

Brian Kelsey nominated Paul Upchurch to remain the Council Chair. James Bolen seconded the nomination. The Council held a vote and Paul Upchurch was unanimously re-elected as Council Chair.

2. Vice-Chair

Stacey Watson nominated Brian Kelsey to remain the Council Vice-Chair. Cindy Burzinski seconded the nomination. The Council held a vote and Brian Kelsey was unanimously re-elected as Council Vice-Chair.

3. Council Secretary



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Paul Upchurch nominated James Bolen to remain the Council Secretary. Scott Krause seconded the nomination. The Council held a vote and James Bolen was unanimously re-elected as Council Secretary.

IV. Open Election for Marketing Committee

All

The Council nominated Stacey Watson, Brian Kelsey, Lola Roeh, Cindy Burzinski, and Kathy Kopp to serve on the Marketing Committee. The Council held a vote and all were unanimously elected to the Committee.

V. Secretary's Report

Secretary Stephanie Klett

1. Introduction of New Tourism Staff

Emily Lorenz (Web Coordinator), Hilary Burg (Office Manager) and Dawn Zanoni (Office of Marketing Manager) introduced themselves and their roles at the Department.

2. Secretary Highlights

- **Bo Ryan/Supper Club Press Conference**

Secretary Klett discussed the launch of the supper club concession stand at the Kohl Center in Madison. The Governor, Bo Ryan, and the Secretary spoke at the Press Conference. There were several media present, which resulted in \$15 million in earned media. Paul Upchurch attended on behalf of the Governor's Council.

- **Tree Lighting at Executive Residence**

Governor Walker again hosted the tree lighting at the Executive Residence. And Secretary Klett emceed the event. Attendees were invited to bring an item for the Big Bundle Up and Second Harvest Food Bank.

- **Governor's Northern Economic Development Summit (Trego)**

The 2015 Summit recorded the largest attendance in history. All Cabinet Secretaries were present. Tourism was the focal point of almost all presentations. The Secretary had several meetings with industry partners the next day as follows:

- **American Birkebeiner (Hayward)**

Secretary Klett participated in a luncheon with the DOT and the American Birkebeiner Foundation. The DOT helps the event by providing bridges to accommodate the traffic that comes to the area. Ben Popp, Executive Director of the Birkie, discussed how working with the DOT and Tourism has been extremely beneficial for the event. While in the area, the Secretary also visited the brand new offices.

- **Town of Barnes**

This community has a population of 800. The area has the Eau Claire Chain o' Lakes but they have difficulty promoting it. This was the first time a secretary visited. Secretary Klett is going to return in a few weeks to follow-up with area tourism partners.

- **Elkhart Lake & Green Lake**

Secretary Klett thanked Lola Roeh for hosting the tourism staff on a tour of the Osthoff Resort and Scott Krause for hosting the Secretary while she was in the area to award a JEM check to Ripon's Dickens of a Christmas event.



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- **2016 Walk With Walkers**

The Secretary met with the First Lady's staff to fine tune the Walk With Walker mission statement and goals. This year the walks will be managed differently and the Council will assist. The 50th Walk will be in Door County in conjunction with the May Council Meeting. This year's walks will be in Waupaca (June), Elkhart Lake (July), Beloit (August), Sparta (September), and Vilas County (October).

- **Tourism Awards**

The Department of Tourism earned 3 Gold Adrian Awards which brings the total number of awards received in the last five years to 71.

VI. Public Relations

Lisa Marshall

1. Big Bundle Up

This is the fifth year of Big Bundle Up with 60 partners participating. Corporate sponsors have increased donations. To date, 15,000 items have been received with additional donation expected. The donations for the first four years equal 50,000 items.

2. Social Media Update

Travel Wisconsin has more than 400,000 Facebook fans. Articles on food and dining experiences Scenic Fall Train Rides and the Timm's Hill video are some of the most popular posts of 2015. Instagram was launched in the spring and the account has 6,300 followers (1200 are just from the past month). The team is planning to reach out to Instagram influencers to draw them to Wisconsin.

VII. Special Projects

Shane Brossard & Lisa Marshall

Kohl Center Press Conference & Media Coverage

The finished product was executed expertly and with authenticity including personalized items like mounted fish that came from Hayward and deer antlers from Columbia County. The PR team is pitching the supper club to food writers to leverage additional media coverage. The UW is working on a supper club sweepstakes with a prize package including court-side seats and all you can eat passes for the supper club concession stand. The sweepstakes involve asking fans to nominate their favorite supper club.

The Council discussed extending the Travel Wisconsin brand to other items like adding the website address to receipts or putting the Travel Wisconsin logo on food containers. There is a possibility if this is successful it can expand to other arenas.

VIII. Marketing

Shane Brossard

1. Winter Campaign

The winter campaign is the smallest campaign. Travel Wisconsin is promoted in three primary markets (Chicago, Minneapolis, Milwaukee) and three secondary markets (Madison, Green Bay/Fox Cities, Northeast Iowa). Because a new campaign will be launched in the summer, the department is repurposing winter campaign items that were successful in the past including re-



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airing the Airplane ad and print ads. Secretary Klett has recorded four new radio ads which will air on Pandora.

2. **WTMJ Radio**

The Department has started a new partnership with WTMJ Radio. Every week Secretary Klett will have a 6-minute spot on Wednesday evenings. There will also be a show every Saturday that will become a co-op opportunity for industry partners.

3. **International/Brand USA Campaign**

Travel Wisconsin continues to strategically invest in international markets using a multi-layered approach. The Department works with Brand USA for a presence in the Canadian Market. We are active in two multi-state consortiums to market the Mississippi River in Japan and the great lakes region in the UK, Germany and German speaking countries. GLUSA is taking a strategic look at the Chinese market. Circle Wisconsin has been a great asset to the International Marketing Committee because of their expertise with receptive operators.

IX. **Technology and Customer Service**

Joellyn Merz

1. **Website Updates**

In 2015, TravelWisconsin.com had 7.3 million sessions. This is a record for the Department and a 36% increase over 2014 (which had 5.3 million sessions). Mobile users represent 50.9% of the website sessions. The Department's strategic plan for the site called for a new homepage design. Recently launched, the goal was to provide a cleaner look and provide an easier user experience. Other new features include the ability for users to add events directly to their own calendars and access to numerous videos.

2. **Publications**

The Spring/Summer Calendar of the Events (April – September) is at the printer. Progress on a new Travel Guide is on target with a goal of first use at WIGCOT in March. Among the new features of this piece is that the industry purchased advertising space and many stories are written by freelance authors.

X. **Meetings**

Dawn Zanoni

2016 WIGCOT Update

WIGCOT will be held March 13-15 at Ho-Chunk Resort in Wisconsin Dells. Council Members should register now and use the link designated for them. The agenda includes: Josh Tickell, who will speak about the Millennial Culture and do a breakout session on corporate social values; Dr. Janet Lapp will be presenting on bold leadership and messing up the leadership structure; Shaun Auckland, who is from Google and will discuss content marketing; The Future WI Project will discuss what Wisconsin's workforce will look like in the next 20 years; Wendy Reiman will be doing a breakout session on speaking with legislators; Roundtable discussions will include partnerships with various agencies like National Parks and Tribal Leaders; The Arts Board has put together programs that focus on arts.



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The link for Tourism Award Nominations is live. Council members should encourage partners to submit nominations. All nominees will be honored at the Tuesday breakfast Where the Lt. Governor and Council members will help with the recognition.

Sponsorship information is now available. Several sponsors have already committed including the WI Dells, Potawatomi, Longwoods International and the Wisconsin Restaurant Association.

XI. Committee Reports

1. Sports

James Bolen & Dawn Zanoni

The Committee is continuing the partnership with National Association of Sports Commissions (NASC). In April they will sponsor a beverage cart again. The Committee is supporting the WACVB sport sales team as they go to Colorado Springs for a sales mission. They are also partnering with the Meetings and Convention Committee for visibility at Connect Marketplace. All advertising dollars are going toward presence at different shows instead of print media.

2. Meetings and Convention

Deb Archer & Dawn Zanoni

The PR Media Kit that was developed has been a great asset to the Committee. The IMEX tradeshow in Las Vegas is the premier tradeshow in the industry and several members from the Committee were able to attend this year. They would like to investigate a supper club concept for their booth. They are working on a partnership with Collinson Media for a pre-conference workshop at Connect Marketplace regarding corporate social responsibility day. The Committee is going to use some of the creative for the Brand of Fun and would like the Marketing Committee to collaborate on materials.

3. Grants

Paul Upchurch, Cindy Burzinski & Abbie Hill

Door County Sea Dogs, New Richmond Moving Wall and Vilas County Silent Sports were very successful JEM grants in 2015. Moving to an online grants system has also proven to be successful. Abbie Hill is retiring on February 26. Her replacement, Heidi Roekle, starts Monday. In 2015, 102 JEM applications were received with 63 approved for a total of \$1.4 million; 18 TIC grants were approved for a total of \$80k (with 20 more TIC grants received this past January); 8 Meeting Mean Business grants were funded for a total of \$73.5k and an ROI of \$6.6 million; 16 Ready Set Go grants were funded for a total of \$165k.

4. Marketing

Stacey Watson & Shane Brossard

No updates to report.

5. Travel Green

Deputy Secretary Sarah Klavas

Over the last 3-4 months, the Travel Green team renewed existing applications. Regional Tourism Specialists are working with partners in local communities to encourage renewals. The next step is to launch a new marketing campaign.

6. International

Shane Brossard

International Marketing information was covered in Marketing Report.

XII. Year-End Annual Report

Council Chair Paul Upchurch

The report compiled by the Department of Tourism was distributed to the Council. The report highlights the annual activities of the Department and Council.



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XIII. Round Robin Updates

Council Members

- Brian Kelsey and the Council discussed requirements for unemployment that impact seasonal and part-time help. There is a staffing shortage especially between October and November. The difficulty in hiring seasonal help has increased the minimum wage. The DWD has created a committee to work together to resolve the labor shortage. Lola Roeh and Jack Moneypenny are representatives from the tourism industry. Jim Morgan, President (WMC) will be discussing the workforce situation at a breakout during WIGCOT.
- Deb Archer wanted to know if TFW should get involved in the employment shortage discussion. One idea is to create a campaign to alter misconceptions about working in the hospitality industry. TFW meets monthly and welcomes a discussion of this subject at one of the meetings.
- Despite the employee shortage, Lola Roeh reported that the tourism industry seems to be doing well in her area.
- The Council also discussed Assembly Bill 583, which regulates the duration and frequency of renting residential dwellings and affects taxes collected for the properties.
- Paul Cunningham discussed the need to coach student employees about responsibility, timeliness and work structure.
- Deb Archer reported on a study to investigate perceptions of Madison as a destination. As the study is completed Deb will share information.
- Collin Price shared a copy of the coffee table book the 11 tribes created with the assistance of Discover Mediaworks. The book provides insight into the tribes. Tribal leadership is starting to expand on tourism opportunities and assets beyond gaming. Collin is meeting with every tribal leader over the next 6 months.
- Deb Archer discussed proposed amendments for the room tax legislation (Assembly Bill 655).
- James Bolen discussed proposed legislation that would remove room taxes from privatized condo/lodging.
- Secretary Klett reported that The Department of Tourism has been sending out monthly Legislative Email Updates to keep important information in front of the legislators.
- Dr. Ellsworth Brown discussed 2015 Assembly Bill 620, which will affect the Wisconsin Historical Society's role in preserving burial grounds. As a state agency the Historical Society cannot oppose or support a bill, however, they can provide factual information. Mounds are important tourism assets. They are focused in the Midwest and can't be found anywhere else in the world. The Historical Society is looking for ways to respectfully invite people to see them.
- Secretary Klett is planning to reach out to Council legislators to discuss the legislative issues mentioned during this Council meeting.
- James Bolen reported that they are anticipating 35,000 racers at this year's Birkie. There is a segment of the Korteloped that crosses private property and the owners have revoked the right for the race to cross the property. The Birkie organizers are changing the trail to avoid the property and it will now end in Cable.
- James Bolen also reported on his work with the Drummond Area School District on customer service training. Regional Tourism Specialist Drew Nussbaum will be involved with this project.



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XIV. Old Business

There was no old business.

Council Chair Paul Upchurch

XV. New Business

There was no new business.

Council Chair Paul Upchurch

XVI. Adjournment

Brian Kelsey made motion to adjourn. Paul Cunningham seconded the motion. Chair Paul Upchurch adjourned the meeting at 1:20 p.m.

Council Chair Paul Upchurch

Respectfully Submitted:

James Bolen, Council Secretary
January 13, 2016

Approved by Paul Upchurch, Chair
January 14, 2016