

Governor's Council on Tourism  
UW Eau Claire Davies Center  
Eau Claire, WI  
May 16, 2013

- I. Roll Call: Council Secretary Linda John took the Roll Call. Those present and excused were:

PRESENT: Lola Roeh, Cindy Burzinski, Aimee Awonohopay, Paul Cunningham, Deb Archer, Brian Kelsey, Paul Upchurch, Stephanie Klett, Linda John, Stacey Watson, Ellsworth Brown, James Bolen, Dave Olsen, Representative Jill Billings, George Tzougros, Senator Dave Hansen, Senator Terry Moulton

STAFF PRESENT: Dave Fantle, Sarah Klavas, Lisa Marshall, Joellyn Merz, Dawn Zanoni, Drew Nussbaum, Molly Delaney

EXCUSED: Kathy Kopp, Joe Klimzcak, Pete Helland, Jr., Representative Dean Kaufert

VISITORS: Several visitors were in attendance

- II. Chair Paul Upchurch opened the meeting by thanking Linda John for the hospitality.
- III. Approval of March 14, 2013 minutes: Motion to approve by Stacey Watson. Motion seconded by Lola Roeh. Motion carried. Minutes approved.
- IV. Chair Upchurch introduced a new "Round Robin" element of the Council meeting. He will open each meeting with an update from each Council member.
- V. Council Process Review – Sarah Klavas

#### Background

Last year the Department started a project that would take every element of the Council, Marketing Committee and Joint Effort Marketing statutes and align each with the Department of Tourism's interpretation. Recently the project was completed with a Roles and Responsibilities section, position descriptions and a step-by-step process of meeting development; each with the assignment responsibility and timeline.

- V. Secretary's Report – Stephanie introduced staff in attendance and thanked Linda for the dinner and hospitality.

#### US Travel Association Legislative Outreach, Washington DC.

- Secretary Klett and Deputy Fantle attended April 9–11, 2013
- National agenda focused on the JOLT act. 1. Infrastructure – the airports are falling apart and roads and rail need work. 2. Visa waiver program
- Met with WI legislators. Ryan, Baldwin (Chief Of Staff), Pocan's team (Mark was on the floor testifying) and Gwenn Moore.
- Tourism Week Recap – Sarah Klavas and Lisa Marshall gave the recap.

Research: Learned more about how to effectively work with the vendor, how to best roll out numbers and data and timing for reports. All of this information continues to make us more responsive and better.

Planning For Tourism Week: Tourism Leadership Team met 4 months ago looking for how to make a bigger and better impact on our various audiences, industry, media and legislators. The decision was to develop a plan that gets Secretary Klett out on the road to talk about the impact of visitor expenditures on the economy, the importance of Native American travel opportunities and the travel effect. The Regional Tourism Specialists, Klavas and Fantle managed the local events.

Media Relations: Wisconsin garnered National media such as Huffington Post along with a pick-up by the Associated Press. Lisa Marshall thanked the industry for their help in making the media relations successful.

Secretary Outreach: With Governor Walker and Dave Fantle the outreach started in Sturgeon Bay where civic leaders were hosted by the Door County CVB and the Maritime Museum. The travel continued to Milwaukee for a tour of the Harley-Davidson Museum. Milwaukee County Executive Able and Representative Jeff Stone were present. Klett mentioned a "must see" at the museum – Tsunami Bike. WI Dells was next with a press conference and a Duck Boat ride. Finally, off to La Crosse with the CVB, Representative. Billings, Senator Shilling and local media.

- Tourism Committee meeting on May 14, 2013. Secretary Klett presented the economic impact of visitor spending, discussed department programs and made a pitch for the Return on Investment that comes with an increase in the Tourism budget. Stephanie pointed out the increase in MN budget and the impact that will have on our work in the Midwest. She was very clear that Wisconsin cannot let MN surpass us.
- Governor's Fishing Opener. James Bolen presented a photo show demonstrating the unusual conditions they were faced with at the 2013 Governor's Fishing Opener. Despite the weather, Bolen reported that this was the largest attendance for the event on record and that fishing was good. Due to the inclement conditions with sleet and ice, Governor Walker, Secretary Klett and Deputy Fantle were unable to attend. The Governor will go back to Cable on May 25, 2013.
- Department Awards and Accolades. Stephanie reported that over the past two years 28 statewide, national and international awards have come to the Department of Tourism for their marketing work. Prior to that, the awards totaled 11. Next week Klett and Fantle will accept the Obie award – the ultimate in outdoor marketing. They will also do a visit with the assistant travel editor from the LA Times.
- Miscellaneous. The Department continues to present Joint Effort Marketing (JEM) Grant awards in Trego, Red Cliff, Durand, Danbury, LaCrosse, Sparta and Oshkosh. Klett was the keynote speaker at the renovated hotel in Oshkosh, a Best Western Premier hotel that supports the convention center. The Secretary also cut the ribbon for the Highway 13 Scenic Byway in Bayfield County.

VI. Governor's Conference Recap: Dawn Zaroni  
Dawn presented to the Council results of the attendee survey of the 2013 WI Governor's Conference on Tourism (WIGCOT) and presented a look at next year.

The conference will be held in Lake Geneva, March 2-4, 2014. Some ideas advanced were:

- A smart phone app rather than a full printed program
- Some way to keep the energy going with legislators after coming off of the great 2013 event

The Council thanked Zaroni for her work and for the completed conference recap. Zaroni invited input from the Council as she starts very soon putting the plan together for next year,

#### VII. Marketing Campaigns Summary: Dave Fantle

Fantle acknowledged Joellyn Merz for the great job on the tw.com web redesign and Kelly Borde for her excellent job in managing campaign assets development.

Dave reminded the Council that the Huffington Post called “The Lake” the best Tourism ad ever. It will begin airing soon so we look forward to other positive feedback. This spot will work in tandem with the Food and Smiles commercial. Fantle showed the print ads “Water Becomes You” that features a special photographic technology. Fantle announced the three Discover Wisconsin episodes we are filming this year to air next year. The shows are a Food, Tribal Tourism and Accessible show. The best part is that Stephanie will be the guest host.

On June 28 2013 Council member Cindy Burzinski along with several other partners will host an event in Eagle River. This event will announce that Jim Abrams, a Wisconsin native, will join the Zucker team and direct another spot. In July, Brad Toll of Green Bay and Packer favorite Jordy Nelson will be on hand at a debut party for the fall commercial. This piece is a Zucker production and is a spoof on the Wizard of OZ. Fantle hopes to be able to air the spot as a 90 second commercial. This is very unique and very expensive. Yet another reason why additional budget dollars are important.

The Marketing Committee will meet in July to do some additional concepting and we are in very good shape with film inventory and being way out front of television production.

#### VIII. Committee Reports:

##### Marketing: Stacey Watson

Watson elaborated on the valuable collaboration between the committee, vendor and staff. Watson recognized why this is so important and that is to make sure we are always on brand. Fantle recapped a few of the new ideas that could be generated with more budget and the on-going importance of the advice the committee provides.

##### JEM Committee: Paul Upchurch

Reviewed 31 applications in April and the JEM committee works hard to evaluate the applications and marketing plans, making funding recommendations to the Secretary. Upchurch emphasized the importance of this grant and encourages the industry to apply. He pointed out that the applications that were funded are expected to generate \$21 million in visitor spending. Upchurch confirmed that many very successful events got their start because of a JEM grant.

##### Travel Green: Sarah Klavas reporting for Joe Klimczak.

Department launched a \$40,000 paid search and digital campaign which will run through end of June. This is the second year of this digital approach as we were armed with results and data from how last year performed. Klavas mentioned the partnership with Coastal Management on 2 Discover Wisconsin episodes which feature Clean Marinas and Travel Green Certified business including our certified State Parks along the coasts of Lake Michigan and Lake

Superior. Klavas reported that we are getting close to having 500 certified businesses, at which time we will celebrate.

Sports: Linda John

Extraordinary opportunity brought forth by the Department to design a new sports website. Site is in beta testing and with the goal of a June launch and a paid campaign to drive traffic to it in July. Intense industry input included a complete look at how other states manage their sites. This benchmarking gave us very good ideas. Integrating with these marketing channels are tradeshow where the industry participates for a complete Wisconsin presence. Most recent was NASC in Kentucky and the Connect in Milwaukee this summer. The final part of this complete effort is the Ready, Set, Go grant program. This grant distributes \$110,000 annually and had a return on investment of \$22 million in 2012. John explained how sports events are secured and discussed the bid fees that go along with securing an event.

Meetings and Convention: Deb Archer

Archer also talked of the new Meetings site, the Meetings means Business grants and trade shows. She indicated that the marketing initiative was very similar in scope to the sports work. The goal is a July site launch with the digital campaign following on the backend of the launch. Archer explained the Collinson co-op program which includes a package of services including a guide and paid advertising.

International: Dave Fantle and Sarah Klavas

Fantle reports that the economic impact of the international market is holding steady at about 6% of overall expenditures or \$600 million. We are currently allocating \$100,000 budget and may have the opportunity to increase that to \$200,000 in 2013/15 budget. . MI is putting \$4million in this market and we have good reason to think that MN will increase their budget.

Sarah reported on the leads from the ITB event in Germany which is resulting in several travel trade and media tours. Aimee Awonohopay of NATOW indicated that they had success at ITB, but don't have the ability to host FAM tours so the effort from the Department of Tourism is appreciated.

Dave reports that POW WOW will be in Las Vegas in early June. He and Klavas will attend as well as the largest contingent ever from the state including Circle WI, Harley Museum, VISIT Milwaukee, North Central Group, Racine, Green Bay and Oneida Nation. Fantle reminded everyone that POW WOW 2014 will be in Chicago so we need to proactively prepare. International Committee asked the Department to put together 6 itineraries. They include Native, Mississippi River, golf and outdoor recreation to name a few. Together this makes a nice portfolio to use at shows.

A very strong partnership is developing with Brand USA. WI just finished participating in the Mega FAM. This included 15 of 100 travel agents who saw Milwaukee, Lake Geneva and Spring Green. Our marketing plan focuses involvement in the Canadian market and we will have a buy in Eastern Canada campaign – print, email and digital ads this summer.

- IV. Recognizing Outgoing Council Members – Dave Olsen and Linda John  
Stephanie Klett and Chair Upchurch recognized our outgoing Council members. Stephanie told a story about both and Upchurch presented the plaques. These dedicated people were honored by all in the room.

X. Old Business:

- Lola Roeh again restated that increase tourism funding is imperative

XI. New Business:

- George Tzougros commented on the Science Festival in Madison this fall. He mentioned the assistance from the JEM that got this event started and moving forward.
- Fanny Hill Dinner Theater invited all Council members to the opening of their show tonight.

Council Chair Upchurch asked for a motion to adjourn. Motion by Brian Kelsey to adjourn the May 16, 2013 Council Meeting. Seconded by Deb Archer. Motion carried the meeting adjourned at: 12:37pm.

Respectively Submitted:

Linda John, Council Secretary  
May 21, 2013

Approved by Paul Upchurch, Chair  
May 21, 2013