



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## **Governor's Council Agenda**

**May 15, 2014**

**Trinity Restaurant and Hall**

**40 East Division Street**

**Fond du Lac, WI 54935**

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

PRESENT: Deb Archer, Representative Jill Billings, James Bolen, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Allyson Gommer, Senator Dave Hansen, Representative Dean Kaufert, Council Vice Chair Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Kathy Kopp, Scott Krause, Lola Roeh, Ernie Stevens III, George Tzougros, Stacey Watson, Deputy Secretary Dave Fantle

EXCUSED: Pete Helland, Senator Terry Moulton, Paul Upchurch

STAFF PRESENT: Amy Bayer, Sarah Klavas, Lisa Marshall, Joellyn Merz, David Spiegelberg, Dawn Zanoni

VISITORS: Senator Rick Gudex, Representative Jeremy Thiesfeldt, Kris Ullmer (Wisconsin B&B Association), Erin Lund and Carrie Stollenwerk (Fond du Lac CVB), Jacqui Corsi and Kevin Miller (Thelma Sadoff Center for the Arts)

### **I. Called Meeting to Order**

**Brian Kelsey**

Council Vice Chair Brian Kelsey called the meeting to order at 10:20 a.m. Council members introduced themselves to the guests in attendance. Brian thanked Paul Cunningham, Kevin Miller, and the LaClare Farms for hosting the Council.

### **II. Approval of March 2 Minutes**

**Brian Kelsey**

Deb Archer made the motion to approve the Council minutes from March 2, 2014. Lola Roeh seconded the motion. Motion carried. Minutes approved.

### **III. Secretary's Report**

**Stephanie Klett**

#### **1. Oklahoma City**

- National Association of Sports Commissions (NASC) – Thirteen communities from Wisconsin were represented at the largest reverse tradeshow in sports. Paul Upchurch, on behalf of VISIT Milwaukee, hosted a lunch. Dan Jansen (former Olympic gold medalist in speed skating) spoke at the lunch and was an excellent representative for the sincerity of Wisconsin.
- Oklahoma City Memorial Museum – Stephanie highlighted the memorial museum in Oklahoma City as being an inspiration. It's an excellent example of a museum engaging visitors with a profoundly emotional experience.



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## 2. **2013 Economic Impact**

Stephanie emphasized the great news we received about tourism's economic impact on the state. Sixty-six counties had an increase in travel expenditures and six counties had a decrease. Stephanie thanked the Council Members who were able to attend the kick off to National Tourism Week at Miller Park.

## 3. **National Tourism Week Recap**

Stephanie listed all of the locations the tourism staff traveled to and/or presented at during tourism week. In addition, Stephanie did several media interviews that were from locations all over the state.

## 4. **Native American/Department of Tourism Discover Wisconsin Program**

Stephanie reported that there was a terrific response to the Native Wisconsin episode. The show highlighted the history, arts and culture of our state's tribes.

## 5. **Accessibility and Apostle Islands Show**

- The show on Accessibility in Wisconsin will air on Memorial Day weekend. It is a moving episode that covers all manners of accessibility from seating in Lambeau Field to outdoor activities. Department of Veterans Affairs Secretary John Scocos was interviewed for the show, while highlighting Veterans and the Veterans museum in Madison.
- This summer, Discover Wisconsin and the Department of Tourism will be featuring the Apostle Islands in an episode to play on the momentum built up by the ice caves.

## 6. **Appearance Recaps**

This summer, Stephanie will be providing speeches at a number of different events around the state, including but not limited to: Door County, Merrill, Hurley, Amery, Oshkosh, Milwaukee, Stevens Point, Racine, Monroe, Sauk Prairie, Apostle Islands, and Reedsburg. On June 1, she will be attending Otto Day at Miller Park, where Otto Pilot will be throwing the first pitch for a Brewers game. The Zuckers will also be in attendance as they plan upcoming ads.

## 7. **Meeting Professionals International World Education Council (MPI – WEC)**

Dawn Zanoni and Stephanie will be attending the MPI – WEC meeting this August. We have a Platinum Level sponsorship for a lunch and have several Destination Marketing Organizations and hotels partnering with us for the event. Collectively there will be 100 meetings with various buyers. We will have an expanded presence in the digital market.

## 8. **Governor's Fishing Opener**

Stephanie reported that it was a successful event. Governor Walker, Department of Resources Secretary Cathy Stepp, and Stephanie spoke at the Polk County Kick-off and dinner. Though the Governor did not catch any fish, Deputy Dave caught eight!



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## 9. New official Biking Guide

David Spiegelberg handed out the new, comprehensive bike guide. David sat on the Governor's Bike Council where they decided to make this guide a collaborative effort. Several state agencies assisted financially. Information from the Biking Guide will be used in TravelWisconsin.com. Deb Archer congratulated David on his excellent job of presenting the Biking Guide to legislators.

## IV. Committee Reports

### 1. Marketing

**Stacey Watson & Dave Fantle**

Dave Fantle announced that the summer media campaign was launched on Monday. The committee will meet in July to discuss the fall/winter campaign. Dave provided more details about the Camp Wisconsin theme. Tourism marketing in television is similar for most states, which is why Wisconsin features quirky ads. Celebrity involvement helps market beyond just the Midwest. The Camp Wisconsin campaign includes radio, television, print, billboards, wrapped buses and bus stops. Stacey Watson talked about the integration of the campaigns. "Fun" is a point of differentiation. Lola Roeh mentioned reviewing other concepts; however, the Camp Wisconsin theme is a great umbrella concept that has versatility. Tourism has a 6:1 return on investment. We try to be fiscally responsible with the taxpayer dollar. This campaign will allow local communities to use the brand for their own areas.

### 2. Sports

**James Bolen & Dawn Zanoni**

James Bolen reported on the committee's website that launched last summer. The sport planners' responses continue to be positive. Traffic numbers for the site are looking good. The committee met with the Olympic Committee in Colorado Springs to market Wisconsin as a location for Olympic events. The committee would also like to try to bring NCAA championship games to Wisconsin. The National Association of Sports Commissions meeting will be hosted in Milwaukee next year. The committee is working toward building relationships with rights-owners to create repeat business.

### 3. Meetings and Convention

**Deb Archer & Dawn Zanoni**

- Deb Archer reported that the revised website for Meetings and Conventions is also doing well. The website will be the feature of a digital advertising campaign. Four Meetings Mean Business grants were awarded with an impressive expected return on investment. The committee will be attending Connect Marketplace in Orlando this year and this will be our third consecutive year having a presence at the meeting, which brings continuity to representing Wisconsin.
- Dawn Zanoni discussed the Sports and Meetings & Conventions magazine that is going to be distributed with other magazines via Collinson Media. They'll track website traffic after the magazines are shipped.

### 4. Travel Green

**Joe Klimczak & Sarah Klavas**

- Joe Klimczak discussed the popularity of the Travel Green booth at WIGCOT, which was next to Jordy Nelson's booth. The Milwaukee Journal recently had a handout with a Travel Green



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focus. Membership in the program is up to 520. The Clean Marina application is going to be available on the website soon. This will allow the application process to have some crossover with Travel Green certification.

- There has been a change to invoicing so that it will be on a fiscal year instead of join date.
- Sarah Klavas will be traveling to Brugges, Belgium, to talk about the Travel Green Wisconsin program.

## 5. Grants

**Sarah Klavas (on behalf of Paul Upchurch)**

Sarah Klavas reported that the Joint Effort Marketing (JEM) Grant Committee awarded 20 grants. Sarah described the review process. In addition, 5 Ready, Set, Go! Grants were awarded that have a \$3.6 million return on investment.

## V. Public Relations/Marketing

### 1. Public Relations

**Lisa Marshall**

- 2013 Earned Media – Lisa Marshall provided details about the largest sources for the earned media being from the LA shoot for the ad, as well as the economic impact report.
- Deskside Visits Update – Lisa updated the Council on planned and recent deskside visits with various publications from the following destinations: Twin Cities, Chicago, Toronto, Madison, and Louisiana. One of the current trends is to go to “pizza farms,” which are farms where ingredients for an entire pizza are made/processed/grown on site.
- Promotional Plan/Summer Campaign – Lisa highlighted upcoming events including Otto Day at Miller Park. Otto will be loaned to industry partners, as well as visit the State Fair, EAA, and Dane County’s Farmers Market. We are also currently promoting the new Biking Guide and working on several upcoming Fun Times.
- Geiger Tour Updates – Lisa re-iterated the schedule for the upcoming Geiger Tours, which include Hayward/Cable area, Bayfield and Apostle Islands, Lake Geneva, and due to popular demand there will be another cranberry association tour.

### 2. Marketing

**Dave Fantle**

See notes under the Marketing Committee.

## VI. Technology and Customer Service

**Joellyn Merz**

### 1. Integration of Camp WI at Welcome Centers, Website, and App

Joellyn Merz reported that the site visits are up 42% and page views up 115%. We will be integrating Camp Wisconsin into the website including “merit badges” that will be available for different tasks. There will be a photo opportunity at each of the welcome centers with “standies.”

### 2. Content Marketing Research

Joellyn Merz shared some of the findings from a recent study done for Content Marketing Research, which includes needing to better reflect our brand on the site and an appreciation for visual aspects and a desire to have the information provided in smaller pieces (shorter articles



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and/or videos). Visitors to the site want to know what's best and unique about destinations. Nostalgia drives trips so Camp Wisconsin will help with this. Our department will create small photo albums based on different topics.

### 3. Video Projects

The department is creating "snackable" 15-second videos that will be shared on social media.

### 4. Web RFP

Joellyn mentioned that our department is pleased with Ascedia's work, but we are required to submit an RFP every certain number of years. The website RFP will be released in early June.

## VII. Wisconsin Governor's Conference on Tourism

Dawn Zanoni

### 1. Evaluation Recap

- Dawn Zanoni provided information from the online survey sent to attendees (223 completed the survey):
  - Owners and executive directors comprised 90% of the respondents.
  - 50% of the attendees came from southeast or southern Wisconsin.
  - The primary reason for attending the conference is the educational sessions.
  - 93% approve the time of year.
  - Keynote speakers were rated excellent or good by the following percentages: Eric Whitacre - 81%, Roger Brooks - 83%, Jim Knight - 67%.
  - Monday's breakouts 70-90% ranked well.
  - Overall it was viewed as a great conference.
- The Council discussed highlights from the conference and the different aspects they appreciated, including highlighting the arts, and having an App.

### 2. 2015 Meeting

- Dawn is currently looking for locations to host the opening reception in La Crosse. If the Council Members have any ideas for speakers or topics, please contact Dawn within the next few months.
- The conference dates are March 15-17, 2015.
- Representative Billings has offered to assist Dawn.

### 3. Walk with Walker Events

Dawn discussed upcoming destinations for Walk with Walker events including Jefferson County at Dorothy Cairns County Park, Green Lake, Sheboygan County, Wausau, Grantsburg, Two Rivers and Sauk County.

## VIII. Industry Relations and Services

Sarah Klavas

### 1. Recruitments & Open Positions

- Sarah Klavas thanked John Cronin for his work on the Biking Guide. He will be retiring this summer and is a huge asset for the department.



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- We currently have open positions for a Communications Specialist and for a Northeast Regional Tourism Specialist.
- The DOA has a specific hiring procedure, which we are following for both positions.

## 2. International Pow Wow (IPW) Recap

- Sarah reported that we have created co-op programs with the help of Brand USA and USTA.
- There were 217 total media and travel trade appointments with the department and partners.
- Madison, Lake Geneva, and Milwaukee participated in the post-fam tour.
- Next year IPW will be held in Orlando.

## 3. International Market

- Stephanie and Dave are planning to go to Toronto to work with media and build on Brand USA.
- We are staying strong in the core markets of UK, Germany and Canada. We are continuing to try to build a relationship with both Brazil and China.
- Sarah reported that because of our involvement with IPW, that Wisconsin tourism has an elevated status when it comes to the international market.
- Dave Fantle highlighted that Sarah serving as the Marketing Chair of Great Lakes USA helps with our international efforts.
- Sarah has a meeting with a tour operator to help promote Wisconsin to Chinese visitors.

## IX. Round Robin Updates

### Council Members

- Kathy Kopp discussed the first annual Kick-Start to Tourism Festival. It was an extremely successful event. The Chamber of Commerce partnered with Harley-Davidson. Festival topics included state historic sites, state parks, arts, etc. This festival had a record number of visitors.
- Senator Dave Hansen talked about the upcoming Cellcom marathon that runs through Lambeau Field in Green Bay.
- Paul Cunningham thanked everyone for coming to Fond du Lac. He talked about the kitchen tours at Schreiner's and invited Council members to stop by for a tour. He thanked Erin Lund and Carrie Stollenwork from the Fond du Lac CVB for helping with the event, as well as Kevin Miller and Jacqui Corsi for providing a tour of the Thelma Sadoff Center for the Arts.
- Representative Dean Kaufert reported about becoming Mayor of Neenah and encouraged Council members to visit the Bergstrom Mahler Art Museum. He also provided a rundown of how legislators helped the tourism industry this year by assisting with increasing the budget. This initiative paid off when you look at the results of the economic impact report. Tourism Committee also helped with the historic tax credit and snowmobile trails and grooming tax.
- Senator Rick Gudex thanked the Council for coming to Fond du Lac. He described Fond du Lac as a proud community that has been trying to make itself more attractive to tourism. He



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is appreciative of the Council and everything the Council is trying to promote around the state. LaClare Farms is a good example of reinventing a business into an attraction.

- Representative Jill Billings thanked Mayor Kaufert for his work in the legislature. She also talked about the Welcome Center in La Crosse and her work towards revitalizing and improving the center.
- Kevin Miller described the history of the Trinity building where the meeting was taking place. He explained the building was vacant for 5 years. This project was the start to help revitalize the downtown area.
- Brian Kelsey thanked Craig Molitor, Carrie Stollenwerk, and Erin Lund from the Fond du Lac Convention and Visitors Bureau for hosting the Council.

## **X. Old Business**

**Brian Kelsey**

There was no old business.

## **XI. New Business**

**Brian Kelsey**

Brian Kelsey suggested Council members send John Cronin a thank you letter for his hard work with civil service over the past 30 years.

## **XII. Adjournment**

**Brian Kelsey**

James Bolen made a motion to adjourn the meeting. Joe Klimczak seconded the motion. Motion carried. Meeting adjourned at 1:10 p.m.

Respectfully Submitted:

James Bolen, Council Secretary  
May 28, 2014

Approved by Brian Kelsey, Council Vice Chair  
May 28, 2014