



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Lola Roeh, Chair

## Meeting Minutes - Governor's Council

November 14, 2011

WI Department of Financial Institutions

345 West Washington Avenue – 5th Floor Conference Room

Madison, WI 53703

10:00 am – 2:00 pm

Council Members Present: Kate Easton (for Dr. Brown), Tim Gantz, Ruth Goetz, Jim Holperin, Dean Kaufert, Brian Kelsey, Joe Klimczak, Kathy Kopp, Lola Roeh, George Tzougros, Paul Upchurch.

Council Excused Absence: Deb Archer; Paul Cunningham; Linda John, Terry Moulton, David Olsen, Omar Shaikh, Stacey Watson, Stephanie Klett.

Guests Present: Wendy Hulsberg, Oshkosh CVB; Tammy Tritz, Waukesha/Pewaukee CVB; Christine Rebout, Janesville CVB; Julia Hertel, WACVC/TFW; Aimee Juan, NATOW.

Staff Present: Shelly Allness, Kelly Borde, John Cronin, Dave Fantle, Abbie Hill, Sarah Klavas, Jeri Krohn, Lisa Marshall, Joellyn Merz, Dawn Zaroni, Sarah Fischer.

### 1. Welcome and Introductions

**Chair Roeh**

The meeting was called to order by Chair Roeh at 10:00 a.m. A brief welcome was extended to all guests and Aimee Juan of NATOW was acknowledged. It was announced that Secretary Klett was absent and in her place, Deputy Fantle would deliver both his and the Secretaries reports.

### 2. Market Research

**Deputy Fantle/Sarah Klavas**

Market research continues to be a priority for the Department. Currently both Longwoods and Chamberlain Research Company are doing work. The results are supporting the marketing decisions as well as being distilled into one or two page handouts for use by the industry. The Regional Tourism Specialists (RTS) use the information in presentations and the pieces are posted on the industry site.

### 3. Council Committee Reports

#### a. Committee Chair and Member Roster

**Chair Roeh**



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To date, the following are on committees:

Marketing: Watson/Roeh co-chairs, Kelsey, John, Native American Council Member and Fantle, Borde, Marshall, ad hoc Sharfberg.

Communications: Goetz (chair), Brown, Tzougros, Olsen, Cunningham, Gantz and Klavas, Marshall.

Travel Green: Klimczak (chair), Goetz, Shaikh, Roeh (ad hoc), Watson (ad hoc) and Klavas, Allness with industry members Zambon, Sandstrom, Miletzke, Strumbras, Duffy

Visitors Center: Kopp (chair), Goetz, John, and Merz

Sports Marketing: John (chair) and Zanoni with industry members Anderson, Bolen, Brisch, Morgenthaller

Meetings & Conventions: Archer (chair), and Zanoni, Klavas, Borde, with industry members Anderson, Clements, Foerster, Hertel, Jones, Mc Manners, Peters, Ropson, Shanley and members of Laughlin Constable

**b. Marketing Committee**

**Lola Roeh/Deputy Fantle**

1. 2011-12 Winter Campaign

i. Strategic Foundation Overview – Fantle reported that fantastic progress is being made in our marketing strategy to date and the concept of being the “fun” state is working. We are starting to hit our creative stride and have developed a good media mix. Roeh commented that summer and fall campaigns based on these strategies have been well received in the market.

ii. Creative Concept Overview – “The Barkers” will continue to pitch Wisconsin. Although unintended, they have become a successful marketing brand for Tourism and we will continue to capitalize on the fact. A plan is in development to use the Milwaukee Symphony Orchestra or the Wisconsin Philharmonic Orchestra in our next TV ad that incorporates the idea that Wisconsin has a fun season for everyone.

iii. Media Overview – Handout was provided with an overview of the winter media coverage planned by Tourism, with January 9<sup>th</sup> being main launch



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date for TV and radio ads. TV markets will be Chicago, Minneapolis/St. Paul and Milwaukee. Radio markets will include Green Bay, Appleton and Oshkosh.

**c. Meetings and Conventions Committee Deb Archer/Dawn Zanoni**

Zanoni reported the Meetings & Conventions committee has not met since the last council meeting. Currently, the new "Meetings Means Business" grant has a deadline of December 1. A committee is still being recruited to oversee the grants review process. No applications have been received as of this time; however, applications do tend to be submitted on the last day possible.

**d. Sports Travel Committee Linda John/Dawn Zanoni**

Zanoni reported that Sports Travel Committee has not met since last council meeting but will meet prior to the end of the year. The next grant deadline for Ready-Set-Go Grants is January 1, 2012. The last two RSG grants funded are the Paralympics event in Telemark (ROI-1.5 Million) this coming January and the Bass tournament (ROI-1.2 Million) in La Crosse. Both demonstrate the value of this program's return on investment in bringing Tourists to Wisconsin.

**e. Communications Committee Ruth Goetz/Sarah Klavas**

Goetz announced that Paul Upchurch is joining the Communications Committee. She said that many of the communications challenges that existed last year have been addressed, and that the communication between the Department, Council and Industry has never been better. Many tools are now in place to enable that flow such as the new Travel Wisconsin News e newsletter, an updated industry website with relevant content and the Council debriefs that follow each meeting. These meetings are hosted in the regions via teleconference by the field staff and all Council members are encouraged to participate.

**f. Travel Green Committee Joe Klimczak/Shelly Allness**

Klimczak reported that they have a new committee that they are still working on. Current goal is to focus on developing a strategic plan that will increase current membership from current 235 to 1000 members. Based on Focus group input, it is believed that a combined effort to improve the certification process and a restructuring of the current fee schedule will help to achieve this goal. Plans are to launch a new marketing effort for this program at the WIGCOT.



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## 4. Conference Update

**Dawn Zanoni**

Zanoni reported that the Governor's Conference on Tourism's (March 4-6, 2011) agenda is under development. Some highlights of the conference will include a Tony Shaloub "invitation" to visit his home town of Green Bay. We will also have one of the "name" Green Bay Packers present at our Marketplace along with signed Packer paraphernalia. There was a short discussion of the Council's inclusion at this year's conference. The Council will meet Sunday afternoon. There will also be a Tourism Partnership Breakfast and will include Wisconsin Tribal leaders.

## 5. Public Relations

**Lisa Marshall**

- a. New York Desksides: Marshall reported meeting with 10 different editors, including those from Maxim, Travel and Leisure, Wall Street Journal, Ladies Home Journal. The goal is to foster relationships with national periodicals while encouraging them to include articles about Wisconsin in their publications.
- b. Editorial Boards: Klett and Fantle have met with newspaper editors in a non-political discussion in Milwaukee, Madison, Green Bay, Oshkosh and La Crosse. Roeh joined Klett and Fantle in the first four communities to provide industry perspective. Additional meetings are planned for Hayward, Ashland, Eagle River, Minocqua, and Eau Claire. Others will be planned as time allows.
- c. Geiger Tour: 17 writers were hosted in Lake Geneva. We have already seen articles – one of note was in the Washington Post. A planning meeting was held for the next Geiger tour in the Wausau/Minocqua/Eagle River area with trip dates scheduled for January 23-27.

## 6. Welcome Center/Publications

**Joellyn Merz**

- a. Welcome Centers: Merz reported that Tourism continues to work with the 7 Welcome Centers to finalize materials for marketing buy. Beloit staff has reported the visitor smart phone use to scan QR code for fall conditions report and visiting the mobile site we've been promoting on our posters.

Legislators, local economic development staff, Mayor, Chamber of Commerce, St. Croix Valley Regional Tourism, Phipps Cultural Center, UW Stout, Community Foundation Organization and Tribal leaders have been invited to attend a meeting in Hudson next week to discuss options for serving visitors traveling on I-94. DOT will be conducting an



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area corridor study and will discuss how it could impact options or solutions for a Welcome Center. Our role is that of facilitator for these discussions.

Tourist Information Center (TIC) Grants deadline is January 1, 2012.

- b. Publications: We are working on the Spring Events guide with a target completion date the first week of January. We are also working on a snowmobile piece to supplement winter that will include articles, snowmobile events, tips on trip planning in response to customer needs.

## 7. Tourism Assessment Update

**Sarah Klavas**

Klavas reported that the first round of assessments is under way in Muscoda, Mercer, Evansville and Oconto County, Wisconsin. She also reported that she is working on a "Do It Yourself" assessment toolkit that would be introduced at the Economic Summit in Minocqua this December. The bureau is also working on a Customer Service program that is a nice support piece to the assessment offerings. The Customer Service program will be soft launched in January and formally rolled out at the conference in March.

Klavas announced Kit Sorenson's retirement plans for June 30, 2012 and indicated that the Department will take this opportunity to analyze the field services program, Regional Tourism Specialists boundaries/territories among other things to be sure that the recruitment is successful and the industry is served most efficiently.

## 8. Wisconsin Arts Board

**George Tzougros**

- a. Time to Talk Tour: Tzougros reported that staff has conducted listening sessions in Hayward, Stevens Point, Waukesha, Racine, Madison, Milwaukee, Platteville and Oshkosh. These meetings have explored new ways to effectively work within a reduced budget and provided support by bringing fellow constituents together.
- b. Other: The Chairman of National Endowment of the Arts (NEA) will be in Wisconsin tomorrow (15<sup>th</sup>) with a site visit at Wormfarm and seminar in Madison on "Creative Place Making."

Tzougros reported on participating on Arts Midwest's Washington DC meeting. He was able to have conversations with Ryan, Baldwin, Kohl, Johnson and Petri's offices. There is concern that further budget cuts at the Federal level will have a negative impact on Wisconsin with fewer dollars coming into the state through the NEA.



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## 9. Secretary's Report

given by **Deputy**

**Secretary Fantle**

- a. Wisconsin Association of CVB's Conference – The Secretary and Deputy Secretary were in attendance as was several staff. Together they provided an update on the status of Tourism work, held workshops and introduced our vendor, Tourism Economics, who gave a preview of the economic impact research program.
- b. Green Bay Small Business Summit/Northwood's Summit – Approximately 270 people were in attendance in the Green Bay Small Business Summit. Klett and Fantle presented an overview of what Tourism does for the State of Wisconsin while Klavas provided outreach and visibility through the Tourism booth. The Northwood's Summit is scheduled for December 13/14 in Minocqua.
- c. Travel Editorial Board Meetings – Klett and Fantle have participated in meetings with Wisconsin State Journal, Capital Times, Milwaukee Journal Sentinel, Green Bay Press Gazette, Oshkosh Northwestern and the La Crosse Tribune. Plans are also being made for the Appleton Post Crescent, Fond du Lac Reporter, Sawyer County Record, Ashland Daily Press and Vilas County News. (Secretary Klett and Deputy Secretary Fantle's monthly travel report for October is attached.)
- d. Tourism Score Card – copies of the score card were made available to all council members highlighting what Tourism has achieved to date. Strategies included the increase of agency funding, leveraging our marketing dollars with earned media opportunities, the development of an improved business model for the Welcome Centers, the development of stronger partnerships and collaborations with state agencies, and efforts to reinforce Wisconsin as a leader in sustainable travel practices.

## 10. Other Business and Closing Remarks

**Chair Roeh**

- a. 2012 Meetings: The Council will meet on January 12 in Madison; March 4 (at the Governors Conference on Tourism in Green Bay). Meetings will also be scheduled for the end of April, end of July and October.

## 11. Adjourn:

**Chair Roeh**



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With no further discussion, Chair Roeh ended the Council meeting at 12:35 p.m. The next meeting date will be January 12, 2012 in Madison.