



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## **Governor's Council Minutes**

**January 12, 2017**

**10:00 a.m.-1:00 p.m.**

**201 West Washington Avenue, Madison WI 53705**

**Large Conference Room**

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

PRESENT: Deb Archer, Senator Janet Bewley, Representative Jill Billings, James Bolen, Ellsworth Brown, Cindy Burzinski, Pete Helland, Brian Kelsey, Stephanie Klett, Joe Klimczak, Kathy Kopp, Representative Travis Tranel, George Tzougros, Stacey Watson

EXCUSED: Paul Cunningham, Senator Terry Moulton, Lola Roeh, Paul Upchurch

STAFF PRESENT: Shane Brossard, Julie Fox, Shelly Harkins, Rachel Hershberger, Deputy Sarah Klavas, Charlene Malueg, Joellyn Merz, Lisa Marshall, Dawn Zaroni

GUESTS: Eric Knight

### **I. Call Meeting to Order, Welcome and Visitor Introductions      Council Vice Chair Brian Kelsey**

Council Vice Chair Brian Kelsey called the meeting to order at 10:06 a.m. Council, staff, and guests introduced themselves.

### **II. Approval of May 12, 2016 Minutes      Council Vice Chair Brian Kelsey**

Cindy Burzinski made the motion to approve the May 12, 2016 minutes. Joe Klimczak seconded the motion. Motion carried. Minutes approved.

### **III. Open Elections      All**

#### **Council Chair**

Kathy Kopp nominated Paul Upchurch as Council Chair. Cindy Burzinski seconded. The Council held a vote and Paul Upchurch was unanimously re-elected as Council Chair.

#### **2. Vice-Chair**

Deb Archer nominated Brian Kelsey as Council Vice-Chair. Stacey Watson seconded. The Council held a vote and Brian Kelsey was unanimously re-elected as Council Vice-Chair.



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### 3. Council Secretary

Kathy Kopp nominated James Bolen as Council Secretary. Cindy Burzinski seconded. The Council held a vote and James Bolen was re-elected by the majority 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 Remarks

Secretary Stephanie Klett

Secretary Stephanie Klett announced that the Department of Tourism received \$80M in free press in 2016.

Secretary Stephanie Klett distributed a handout from the Tourism Federation of Wisconsin on the School Start Date Law. Extensive discussion ensued. Highlights include:

- Two major competitors, Michigan and Minnesota have a post Labor Day start.
- A repeal of the current law will cause a negative financial impact on visitor spending across the state.
- High school students who start school in August and are not available to work would further stress already weak workforce critical mass.
- Not all learning takes place in the classroom; so much happens when families vacation together.
- The number of hours of in school time would not change.

#### Introduction of New Tourism Staff

Julie Fox (Regional Tourism Specialist), Rachel Hershberger (Photographer) and Charlene Malueg (Executive Staff Assistant) gave an introduction.

#### Appearance Updates

Secretary Stephanie Klett shared a few of the numerous appearances she has had since the last meeting including Fairest of the Fair in the Wisconsin Dells, 52nd Walk with Walker with the First Lady at Elkhart Lake, 60th anniversary of Boulder Junction Fishing Jamboree, Baraboo's 4th Annual Big Top Parade and Circus Celebration, and Monroe Cheese Days (among many others).



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## **VI. 2016 Council Report**

**Deputy Secretary Sarah Klavas**

Deputy Sarah Klavas presented the 2016 Annual Report to the Council. Deputy reported on campaign highlights, awards received, and provided an overview of industry and legislative relations, and general operations. Deputy Secretary Sarah Klavas reported that The Department of Tourism is sending monthly Legislative Email Updates with important information to legislators. Copies of the annual report were distributed to attendees.

## **VII. WIGCOT Overview**

**Dawn Zanoni, Office of Marketing Service Director**

WIGCOT will be held March 12-14 at Potawatomi Hotel & Casino in Milwaukee. The highlight of the conference is a presentation by Andrew McCarthy, actor, writer, and avid traveler. He will speak about A Sense of Place and his personal journey and how travel and self-reflection changed his life.

Council Members were asked to register using the link designated for them and nominate individuals and businesses for the 2017 Governor's Tourism awards.

The Council meeting prior to the workshop will be in a different format than in the past. This one-hour session will allow Council members to give an overview of their profession and provide much more one-on-one interaction with first-time conference attendees.

Dawn indicated that sponsorship information is available and several sponsors have already committed their support.

The Council supports holding a session related to how the industry could mitigate the challenges they face regarding workforce shortages.

## **VIII. Tell Us What You Know**

**All**

2016 Year in Review and 2017 Outlook

Concerns over the labor force and lack of adequate housing was a common theme from Council members across the board.

James Bolen reported on the summer floods and the impact that continues to exist with trail reconstruction. He was thankful for the Governor's support and the assistance received from the Department of Tourism during that time.



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Cindy Burzinski reported that weather and lack of labor force is a challenge. New trails are being developed for different activities bring more attention to the area, including trails for on- road and off-road motorcycles and fat tire biking.

Ellsworth Brown reported an increase in visitors overall with the top three visited locations include Old World WI, Circus World Museum, and Museum at Madeline Island.

Stacey Watson gave a presentation on Brand Marketing and discussed the research behind digital and TV advertising.

Joe Klimczak discussed strategies implemented in his area to increase interest in visiting the caves in winter. Employment is an issue in this area as well.

Kathy Kopp announced that there was a tree dedicated to Regional Tourism Specialist, Patrick Reinsma and the development of "Patrick's Place"-a quiet spot near the Welcome Center in Platteville. In addition, the SW Chamber Alliance raised enough money to offer a full scholarship to one person to WIGCOT for the next six years, in Patrick's name. Kathy reported that ATV tourism is increasing and many trails are being developed to connect to the WI Trails System. Workforce is a challenge in this area, along with broadband issues.

Brian Kelsey reported that Door County had a great year; however, staffing and housing are big issues in the area and there are some hotels/motels that have issues with broadband coverage. Brian reported for George Tzougros that the Arts Board Meeting was held in December 2016 in Cedarburg and went well. He complimented the community for understanding the importance of the arts.

Pete Helland gave a Wisconsin Dells report on their advertising campaign "Tubbie" and showed the creative. He mentioned that the Dells started advertising in St. Louis last summer. Pete's businesses and the WI Dells as a whole heavily recruit for staff in other countries to fill the job openings. Sporting events definitely impact activity in the Dells area and is an important target market segment.

Deb Archer provided a handout on Madison but she was unable to present it due to having other meetings to attend. Paul Cunningham also asked for handouts to be distributed on his behalf.

### **IX. Old Business**

**Council Vice Chair Brian Kelsey**

There was no old business.



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## **X. New Business**

**Council Vice Chair Brian Kelsey**

There was no new business.

## **XI. Adjournment**

**Council Vice Chair Brian Kelsey**

Representative Jill Billings made a motion to adjourn. Joe Klimczak seconded the motion. Vice Chair Brian Kelsey adjourned the meeting at 1:57 p.m.

Respectfully Submitted:

James Bolen, Council Secretary

Approved by Brian Kelsey, Vice Chair