

Governor's Council on Tourism
Monona Terrace
March 17, 2013
3:00pm – 5:00pm

Present: Lola Roeh, Paul Upchurch, Joe Klimczak, Stacey Watson, Kathy Kopp, Cindy Burzinski, Ellsworth Brown, George Tzougros, Rep. Jill Billings, Deb Archer, Aimee Awonohopay, James Bolen, Paul Cunningham, Linda John, Brian Kelsey, David Olsen and Peter Helland

Excused: Rep. Dean Kaufert, Sen. Terry Moulton

Staff Present: Secretary Stephanie Klett, Deputy Secretary Dave Fantle, Sarah Klavas, Dawn Zaroni and Joellyn Merz

I. Introductions: Stephanie Klett

Stephanie welcomed all and asked that each member introduce themselves.

II. Call Meeting to Order and Welcome: Lola Roeh

Lola Roeh welcomed the Council members all in the audience. We appreciate all of you attending today and look forward to having a great meeting with you.

III. Council Overview and Work: Lola Roeh

Purpose – the Council is an advisory body to support the work of the department and marketing bureau does. We need to be in lockstep.

Council Goals in 2012

- Strengthen the presence of Council members on the Department's committees.

Committee Actions for 2012 are:

- Marketing Committee worked closely with the Department and Laughlin Constable to actually work on the campaigns at the concept level. Thank you for reinstituting. Farther ahead than we have ever been.
- Travel Green Committee – increased the wealth and breadth of this program.
- Mtg and Convention –
- Sports
- Tourism Information

IV. Report to Stakeholders: Sarah Klavas

Each stakeholder had a cop of the 2012 Annual Report. Sarah talked about the aspects of the Department's work covered in this document. Topics included use of Mission Statement and Four Point Strategy, explanation of Earned, Owned and Paid Assets, the value and importance of research, information dissemination and exceptional Customer Service.

V. Website Redesign: Joellyn Merz and Dawn Zaroni

- Joellyn introduced Joy Martell, the newest writer on staff. She will write content for our publications, our website and PR.
- Worked to integrate the brand of fun into the website through images, people and scenery. Repeated the font used on other print matter. Additions include tweet capability, a food section and our blog content has been moved here.
- New things - Each city has its own landing page. Road trips are new and the fun category includes getaways (girls, guys and romantic).

- Other websites under construction are: Sports Marketing - sportswisconsin.com and meetinwisconsin.com. Both will lure competitive organizations and meeting organizers to Wisconsin for their activities.

VI. Council Committee Reports:

1) *Marketing* – Dave Fantle and Stacy Watson.

- Stacy: The committee works well together. Have seen the creative early which helps them strategize, offer expertise and collaborate. Great communication from Stephanie – awards, annual report etc.
- Dave: We exist by statute. Process is Stephanie, Dave and Kelly Borde meet with Laughlin Constable (LC) to kick tires, create, and mull ideas over. Balance of production w/media buys is important. Summer buy will cost \$3 million and run from May to August. 57% of that is TV and movies; 20% twitters and other social media and 12% for skywalks, trains and buses. Also, we will purchase billboard in Michigan this summer.

2) *Travel Green Wisconsin* – Joe Klimczak and Sarah Klavas

- Travel Green Wisconsin program is open to all businesses. Activation fee has been reduced and application process simplified. With that, membership has grown to over 400 businesses. We enjoy national and international recognition with Chile here recently and Nicaragua here last year to see what we have done. Events can also be certified Travel Green.

3) *Joint Effort Marketing (JEM)* – Paul Upchurch

- Last round named 17 awardees with anticipated expenditures of \$5.8 million. Actually grant dollars awarded in the March round is \$293,053.
- Of the 52 JEM grants awarded Jan-Dec 2012, 27 were arts and culture related with a total of \$583,000 in grant funding.
- We have one more grant round of fiscal 2013 and that will be in April. The application deadline is April 1 and we'll be reviewing all 5 categories of JEM grant applications.

4) *Travel Information Center* - Cindy Burzinski

- If you have a travel information center in your community, you can apply for a TIC grant.
- Due in December and July, they help with publications, hours of operations and some funding for salaries.

VII. International Marketing – Dave Fantle and Sarah Klavas

- Dave - \$100,000 spent on international marketing in the past mainly through Great Lakes of North America partners
- Dave went to PowWow last year. He and Sarah will attend this year in Las Vegas. 2014 in Chicago will give us good exposure
- Sarah – Just returned from ITB – the biggest trade show – in Berlin, Germany. Had 50 appointments. In the international we are very compatible. Michigan will put \$4 million into international program. Good for us because when people come to MI they do not just go to MI.
- Davie – Native WI was also a great sell at ITB. Aimee attended and their booth hosted 30 appointments

VIII. Northern Initiative Report: James Bolen

- A new group, With unique businesses and unique challenges, they define themselves as that area North of Highway 29. Four Committees are: education & communication, infrastructure, marketing and taxes and regulatory issues. It is a grass roots effort to identify and resolve issues only found in the North.

IX. Secretary's Report: Stephanie Klett

- Budget: no lapse. Tourism has been told they not be asked to testify before JCF.
- Assessments: Kathy Kopp reported. Platteville could not hire a consultant and turned to the department for a community assessment. Lasting several months, it was at times a

painful process. The final report energized their task force and the outlook is positive and bright. Commends the department for offering this program.

- National Governor's Association (NGA) Meeting: The NGA meeting will be in Milwaukee this August. Stephanie and Dave attended the Winter NGA meeting in Washington DC to promote WI. Stephanie addressed the first spouses.
- Destination: Capitol Hill: A U.S. Travel Association event. Stephanie and Dave will attend to meet with Wisconsin Congressional members and discuss tourism issues.
- Senate and Assembly Visits: We visit with our senators and representative one on one year round. 70 members have RSVPed to attend the Legislative Breakfast on Tuesday. 50% Republicans and 50% Democrats.
- Big Bundle Up – final number was 17,155. Thanks to everyone who helped us.
- Menomonie Area Travel Center – Last but not least - #8 is open – It was wonderful. Great example of communities working together in harmony.

X. Election of Officers: Lola Roeh and All Council

- Lola reviewed the process with all. Eric Esser, Gubernatorial Appointments Director, was on hand to answer any questions.
- Election of the Chair: Brian Kelsey nominated Paul Upchurch. Kathy Kopp seconded the nomination. Linda John nominated Lola Roeh. Lola declined the nomination. Nominations closed. Vote – 14 votes. Paul Upchurch unanimously elected Chair.
- Election of Vice Chair: James Bolen nominated by Linda John. Deb Archer seconded the nomination. Kathy Kopp nominated Brian Kelsey. Stacey Watson seconded the nomination. Nominations closed. Vote – 14 votes. 10 for Brian Kelsey and 4 for Linda John. Brian Kelsey elected as Vice Chair.
- Election of Secretary: Linda John nominated by Deb Archer. Stacey Watson seconded the nomination. Brian Kelsey nominated Cindy Burzinski and Katy Kopp seconded the nomination. Nominations closed. Vote – 14 votes. 9 for Linda John and 5 for Cindy Burzinski. Linda John elected as Secretary.

XI. Adjourn: Paul Upchurch

- Jim Klimczak moved to adjourn the meeting. Linda John seconded the motion. Motion carried the meeting was adjourned.

Respectively Submitted:
Brian Kelsey, Council Secretary

Approved at May 16, 2013 Council Meeting