



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Minutes March 15, 2015 Radisson Hotel La Crosse Room: Radisson Ballroom

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, Dr. Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Kathy Kopp, Scott Krause, Senator Terry Moulton, Ernie Stevens III, Representative Travis Tranel, George Tzougros, Council Chair Paul Upchurch

EXCUSED: Pete Helland, Lola Roeh, Stacey Watson

STAFF PRESENT: Deputy Secretary Sarah Klavas, Jeff Anderson, Amy Bayer, Brian Chullino, Shane Brossard, Abbie Hill, Danielle Johnson, Lisa Marshall, Joellyn Merz, Drew Nussbaum, Patrick Reinsma, Jeniece Smith, David Spiegelberg, Christina Torkelson, Dawn Zanoni, Derrick Zimmerman

- I. Call Meeting to Order, Welcome, Council Introductions** **Council Chair Paul Upchurch**
The meeting was called to order at 3:04 p.m. Council Members introduced themselves to the attendees.
- II. Tourism Introductions** **Council Chair Paul Upchurch**
The Department has hired four new staff since WIGCOT last year. Jeff Anderson, Northeast Regional Tourism Specialist, Brian Chullino, Graphic Designer, Jeniece Smith, Managing Editor, Derrick Zimmerman, Social Media Coordinator, introduced themselves to the Council and visitors.
- III. Council Member Update** **Secretary Stephanie Klett**
Secretary announced the resignation of Allyson Gommer from the Council as she has taken a new position at the University of Wisconsin – Eau Claire.
- IV. Approval of January 15, 2015, Minutes** **Council Chair Paul Upchurch**
Cindy Burzinski made the motion to approve the minutes from January 15, 2015. Deb Archer seconded the motion. Motion carried. Minutes approved.
- V. Tourism Events Update** **Dawn Zanoni, Events Director**
 - Wisconsin Governor's Conference on Tourism
Dawn Zanoni welcomed first-time attendees and discussed upcoming conference highlights.
 - 2015 Walk With Walker Events
There will be 7-8 walks this year. First walk is in early May in Pewaukee/Waukesha. Other destinations we are looking into include Appleton, Dane County, Waupaca, Superior/Park Falls, Onalaska and Wyalusing State Park. Dawn will be reaching out to industry partners in the near future.



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VI. Secretary's Report

Secretary Stephanie Klett

- **IPC World Championships**
James Bolen presented Stephanie with a signed platter, certificate and silver medal from IPC World Championships to thank the Department of Tourism for their involvement with the event.
- **Meetings with Senators**
In January, Stephanie invited all 32 senators to meet with her to talk about the Department of Tourism and what we've been doing. She met with 25 senators either in-person or by telephone.
- **Confirmation**
Secretary Klett was re-confirmed as Cabinet Secretary.
- **Meetings with Representatives**
Secretary Klett met with eight members of the Joint Finance Committee to discuss the 2016-17 Budget. Among the discussions is the Office of Marketing. Legislation was enabled 20 years ago to conduct Marketing Clearinghouse services for other state agencies. Through this budget proposal, the Department of Tourism will receive the resources and staff to fully assist other agencies. Note: The Department has been doing this work all along to meet our commitment of developing inter-agency relationships.
- **Appearance Highlights**
Secretary Klett discussed some of the appearances she made since the last Council Meeting, including participating in the IPC World Championships in Cable, interviewing with multiple media outlets regarding the opportunity set forth by Minnesota Governor Dayton's advertising comments, hosting a press event at Wilmot Mountain, meeting with the owners of the Baker House and Fire and Ice Lounge, and participating on the Association for Corporate Growth Panel with other Milwaukee industry partners including Paul Upchurch. She also attended the State of Tribes Address at the Capitol. Secretary Klett announced her intentions to meet with all Tribal Chairs during 2015. Secretary Klett filmed a pilot episode for WIEye about fish fries in the state, and has been interviewed by several media outlets regarding the Bo Ryan ad.

VII. Deputy Secretary's Report

Deputy Secretary Sarah Klavas

- **Baby Boomer Research**
Deputy Klavas shared research on the Baby Boomer (BB) market. This study defined the market as individuals 50+ years. Of note in the study:
 - BB's have earned a lot of vacation time over lengthy careers. Research shows that less than half take all their vacation time
 - BB's fear they will outlive their savings so presenting Wisconsin as an affordable destination and a great value is an essential strategy.BB's desire a travel destination with good healthcare opportunities. Because Wisconsin has many destinations with exceptional services, this may also provide a marketing or partnership opportunity. The research is posted on the industry site along with other pertinent studies so everyone was urged to visit the site.



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VIII. Grants

Abbie Hill, Grant Coordinator

- Grants Apply Online System

Abbie demonstrated the Apply Online system. This web-based tool will be available for industry partners in fiscal year 2016. This tool will make applying easier and faster with features like helping people to calculate economic impact which will save the Department and industry partners time and money.

IX. Technology & Customer Service

Joellyn Merz, Technology & Customer Service Director

- Web Video Projects

Joellyn reported on the progress her team has made on bringing videos and images to TravelWisconsin.com. Based on the research presented at a previous Council meeting, a video strategy focusing on visitor story-telling intended to reach people in the inspirational stage of their planning. Joellyn showed 2 videos.

X. Marketing

Shane Brossard, Marketing Director

- Big Ten Network Update

Last summer, crews from the Big Ten Network were on-set filming behind-the-scenes footage for an episode of "The Journey," a weekly documentary show. The show aired March 1 on BTN, a cable TV network in more than 60 million homes across the United States and Canada. Viewers of the show were given a look into the making of the commercial, which included Coach Bo Ryan ziplining, go-karting and waterskiing in Wisconsin.

- Bo Ryan on TravelWisconsin.com

Tourism's marketing team created a social media promotion called the "Travel Wisconsin Off-Court Matchup." It's a friendly head-to-head competition that follows the Wisconsin Badgers men's basketball team and their opponents through the Big Ten and NCAA Tournaments. Travel Wisconsin encourages users to vote for either an iconic Wisconsin tourism attraction or a popular attraction from the competing team's state. Passionate travelers can pick the winning attractions throughout the tournament season.

- Special Showing During Badgers Final Home Game

On Sunday, March 1, Wisconsin's summer TV commercial featuring Coach Bo Ryan made a special debut at the Kohl Center in Madison. More than 17,000 fans were in attendance for the final home game of the season against Michigan State. The commercial was well-received with laughter and applause.

- Ad Buys

The spot made its TV debut during the Big Ten Tournament and will run throughout the NCAA Tournament. Between its debut and April 6, the commercial will reach more than 6.2 million people in Chicago, Minneapolis, Milwaukee and Madison. This includes primetime runs during the Sweet 16, Elite 8, Final Four and National Championship game.



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XI. Social Media

Derrick Zimmerman, Social Media Coordinator

- **Instagram Update**
Derek briefed the Council and conference delegates on the launch of Instagram and included general information on the platform and the rationale on why Travel Wisconsin must have a presence.

XII. Public Relations

Lisa Marshall, Communications Director & Danielle Johnson

- **Media Outreach for Meetings & Convention (M&C) Market**
Lisa reported on the status of a media kit for distribution to M&C media and the plan for deskside visits with 25 publications to encourage meetings and conventions to come to Wisconsin.
- **Deskside Meetings for Leisure Market**
Danielle is pitching Wisconsin tourism to media in Chicago and Michigan. Creative Marketing Research, our multicultural ad agency, will be participating in the deskside meetings as well.
- **Bo Ryan Ad Media Drops**
Using the winter campaign, snowball media drops, as the success benchmark Tourism delivered small stuffed Bucky Badger items to key markets to promote the spring/summer campaign. All was received a lot of positive feedback regarding the Bo Ryan ads.

XIII. Committee Reports

- **Marketing** **Stacey Watson & Shane Brossard**
Tourism and the Marketing Committee will get started on the 2016 ad campaign.
- **Sports** **James Bolen & Dawn Zanoni**
The Sports Committee will be holding a joint meeting next month with the Meetings & Convention Committee. The Committee's current focus is on National Association of Sports Commissions annual meeting, which will be held in Milwaukee this April. There will be 800 people attending and the Sports Committee has plans to promote our culinary opportunities and tie that together with Wisconsin's ability to host sporting events.
- **Meetings and Convention** **Deb Archer & Dawn Zanoni**
The Committee is expecting additional exposure by the trade media due to the media kit and deskside visits. At the end of the fiscal year, a full report on web statistics is expected which will assist with strategic planning. The Committee is looking into a presence at upcoming tradeshow and encouraged by the opportunity to hold a joint meeting with the Sports Committee on April 9.
- **Travel Green** **Joe Klimczak & Sarah Klavas**
Joe discussed the history of Travel Green certification programs. Tourism highlights these destinations as well as drives awareness to these businesses. The program has been modeled nationally and internationally. Industry partners looking for information on the program were encouraged to visit the Travel Green booth at Marketplace or to attend the promotional event after Marketplace to talk with Joe or Christina Torkelson about the benefits of certification.
- **Grants** **Paul Upchurch & Abbie Hill**
 - The Joint Effort Marketing Committee reviewed 24 applications and funded 14 JEM projects with an expected ROI of \$4.8 million. The Committee discussed the rule that indicates the Department may fund one project per event. The Committee would like to see more detail in the applications



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and advises JEM grant writers to ensure that project goals are clear and measurable. The final FY15 JEM grant round will be in April. The application deadline is April 1.

- The Department received 26 applications for Tourist Information Center Grants (TIC) for the latest round and funded 17 grants ranging from \$500 to \$7,500. Centers may receive a maximum of \$15,000 per year and individual awards are capped at \$7,500 per round. TIC-awarded destinations served over 525,000 customers in 2014.
- The Department has funded a total of 6 Meetings Mean Business Grant projects this year. These meetings and conferences will generate a \$4.4 million ROI. There is one more round of funding decisions and the application deadline is April 1.
- The Department funded 3 Ready, Set, Go grant applications in September and 7 in January. These 10 events estimate about \$6.1 million in visitor expenditures. Applications are due April 1 for the final round.

- **International**

Sarah Klavas

Sarah discussed tourism's partnership with the other Midwest states through the Great Lakes USA association. Travel Wisconsin has an active presence in the Canadian market; Tourism staff recently participated in a tradeshow in Toronto. Several Wisconsin delegates will be participating in International Pow Wow (IPW) in June. David Spiegelberg recently attended ITB in Berlin, which is the world's largest travel tradeshow with 50 pavilions, 189 countries represented, 179,000 attendees and 10,000 vendors. David represented Wisconsin in the Great Lakes USA booth where the goal was to market and promote the Great Lakes region. The Great Lakes area is promoted as the "Real America" (not East Coast, West Coast or Florida).

XIV. Old Business

There was no old business.

Council Chair Paul Upchurch

XV. New Business

There was no new business.

Council Chair Paul Upchurch

XVI. Questions from the Floor

There were no questions from the floor.

XVII. Adjournment

James Bolen made the motion to adjourn the meeting. Cindy Burzinski seconded the motion. Motion carried. Meeting adjourned at 4:21 p.m.

Respectfully Submitted:

James Bolen, Council Secretary
March 26, 2015

Approved by Paul Upchurch, Chair
March 25, 2015