



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Minutes June 11, 2015 Wisconsin Bank & Trust, Platteville Room: Community 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, Paul Cunningham, Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Kathy Kopp, Scott Krause, Lola Roeh, Ernie Stevens III, Representative Travis Tranel, George Tzougros, Stacey Watson

Excused: Dr. Ellsworth Brown, Cindy Burzinski, Pete Helland, Senator Terry Moulton, Paul Upchurch

Staff: Deputy Sarah Klavas, Amy Bayer, Shane Brossard, Lisa Marshall, Patrick Reinsma, Dawn Zaroni

Guests: Senator Howard Marklein (17th Senate District), Al Schroeder (Stonefield, Pendarvis & First Capitol Historic Sites), Steve Hemmer (WGLR News), Denis Deaton-Tolzon (Queen B Radio), Steve Winger (Lancaster City Administrator), David Allen & Bill Van Deest (Platteville Museum Board), Bob Bird, Sara Burks & Amy Bell Kwaliek (Lancaster Chamber), Luanne Newman (WI B&B Association), Daryl Fischer (Cuba City Chamber), Robert Moses (Prairie du Chien Chamber), Carrie Van Hallgren (American Players Theater), Dan Timmerman (Grant County Board), Ried Knapp & Dorothy Mead (Arts Mineral Point), Mayor Jerry Wehrle (Lancaster), Daniel Guzman (NATOW), Kyle Vesperman (Vesperman Farms), Bob Berglin (QTI Group), Lori Bahn (Mound City Bank Chamber Board), Trisha Pugal (WI Hotel & Lodging Association)

I. Call Meeting to Order, Welcome, Council Introductions

Vice Chair Brian Kelsey

Brian Kelsey called the meeting to order at 10:30 a.m. Brian thanked the volunteers who helped today including staff from the Platteville Regional Chamber, Diane Bolander and staff at the Mining Museum, Jon Patakos from Steve's Pizza Palace, Al Schroeder and staff at the First Territorial Capitol, Senator Howard Marklein, Mike Olds (Platteville Chamber President) and Jazz Candies.

II. Approval of March 15, 2015, Minutes

Vice Chair Brian Kelsey

Lola Roeh made the motion to approve the March 15 Meeting Minutes. The motion was seconded by Scott Krause. The motion was carried.

III. JEM Check Presentation

Secretary Stephanie Klett

Secretary Klett presented a JEM check to the organizers and grant writer for the Lancaster Brews and Blues event, which will be held June 20.



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IV. Secretary's Report

Secretary Stephanie Klett

1. Appearance Highlights

The Secretary shared appearances from around the state since the last Governor's Council meeting, including 18 JEM grant presentations and numerous keynote presentations.

2. Marketing Office/Joint Finance Committee

The Joint Finance Committee recommended funding 4 full-time staff for the Marketing Office.

3. Shared Services

The Secretary provided background information regarding shared services, which impacts any department with fewer than 150 staff members. Shared services is an initiative of the DOA for accounting and IT services.

4. Tourism Awards

The Department won the National Obie Award for the best out-of-home advertising in the country for the bus wrap in downtown Chicago. The company that created the wrap has wrapped a bus in New York City for one month for free out of appreciation. The Department also won the Shorty Award, which honors the best of social media.

5. Radio Spots

Secretary Klett has written and produced our summer radio spots. They are broadcast on Pandora and Spotify and have been positively received.

V. Deputy Secretary's Report

Deputy Secretary Sarah Klavas

1. Tourism Budget

The Deputy Secretary discussed the budget that went before the Joint Finance Committee. A proposal for \$500,000 of Tourism's existing budget to be used to promote the Frank Lloyd Wright Heritage Trail was included. The management of the Lower Wisconsin Riverway moved to the WDNR and the Kickapoo Valley Reserve will stay with Tourism. The earmarks will stay the same, and it is recommended Tourism do a Return on Investment study regarding the effectiveness of the earmarks. The Deputy also discussed the lodging tax that was mentioned in budget discussions. The tax was not proposed by the Department. Any questions should be directed to the WI Hotel & Lodging Association.

2. STAR Program

State Transformation Agency Resources is a program that all state agencies with accounting and human resources will be using starting July 1.

3. Strategic Business Plan

The Deputy provided background information on the Strategic Business Plan. The Governor's Office gave every agency 4 pillars: economic results, cost reduction and improved customer satisfaction, efficient and accountable government, reform and innovation. Tourism has a leadership team, management team, and employees doing the day-to-day work to help make these pillars happen. The Council discussed how tourism dollars assist with communities. The Deputy also reported on the revised Mission & Vision Statements: The WI Department of Tourism mission is to market the state as the premier destination for fun. The vision is: \$20 billion in economic impact by 2020.



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VI. Grants

Deputy Secretary Sarah Klavas

The Deputy announced the soft launch for the Grants Apply Online System. The launch will start with Travel Information Center (TIC) Grants and will eventually incorporate all of tourism's grants. As a reminder Abbie Hill, Grants Coordinator, will be retiring in January.

VII. Technology & Customer Service

Deputy Secretary Sarah Klavas

1. Website Performance

TravelWisconsin.com usage continues to grow. The website is trending with over 600,000 sessions in May (increased 55% since last May 2014).

2. Video Content and Upcoming Projects

Department is creating videos to increase the exceptional content provided on the website. The videos are intended to tell stories. The first four videos are posted online. Department is launching an updated directory for the website that will hopefully increase efficiency.

VIII. Marketing

Shane Brossard, Marketing Director

Shane shared the creative elements for the Summer 2015 Campaign. Staple pieces are available on the industry website. Target markets include: Minneapolis, Chicago, Milwaukee, Northeast Iowa, Madison and the Fox Cities. Tourism markets using television, radio (traditional and online), print, and out of home. This summer the Bo Ryan television ad will air alternatively with last year's summer Airplane! ad.

IX. Travel Green Presentation

Deputy Secretary Sarah Klavas & Shane Brossard

- Shane discussed the Consumer Strategic Marketing Plan, which reinforces WI as an eco-destination, sustainability leader and drives awareness to the certified businesses. There are five core social values that are universally identified for conscientious consumers: (1) Health & Safety, (2) Honesty, (3) Convenience, (4) Doing Good, and (5) Relationships. Travel Green Wisconsin will develop a marketing plan that is a part of the Tourism brand but will also market to these core values.
- Sarah discussed the Industry Strategic Marketing Plan to encourage tourism businesses to become Travel Green certified. Program hindrances were determined: certification process was difficult and too expensive. The program needs to have value, but also more reasons to become TGW certified. The committee changed the billing cycle so annual renewals correspond with the fiscal year (July 1). The primary goal is to recertify 90% of the original 508 businesses, using digital outreach. The secondary goal is to reach new members. The key messaging includes: (1) an effective marketing edge, (2) promote smart business practices, (3) financial incentive, and (4) protect the beauty and vitality of the state. Committee is starting a Travel Green blog with a monthly content calendar and a industry marketing action plan.
- Brian Kelsey recommends the Bayfield and Door County chambers to reach out to the TGW businesses to thank them for their business and remind them about upcoming renewals. Deb Archer stated that all WACVB members would be willing to help.



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X. Public Relations

Lisa Marshall, Public Relations Director

Lisa announced that Danielle Johnson, PR Coordinator, is leaving the Department of Tourism at the end of July and will be moving to California. The new staff person will be starting in the end of June.

1. Earned media total for National Tourism Week

Earned media totaled \$2.2 million dollars. Lisa thanked the tourism industry for helping promote at a local level.

2. Golf media outreach

The PGA championship is in August at Whistling Straights. Lisa is assisting with the Media Kit and will reach out to writers. Dawn Zanoni discussed a partnership with Bon Appetit, which will happen during the PGA. They are bringing in celebrity chefs from all over the country and Tourism will have a station to host WI food and beverage. The Department has come up with creative ideas to help promote WI at this event.

3. Summer press tours

Lisa reported on the press tour that just occurred in Sheboygan County on spas and fine dining. The next press tour will take place in Milwaukee and focus on festivals. A third press tour will be in Green Bay and will highlight the Packers Training Camp.

XI. Events

Dawn Zanoni, Events Coordinator

1. WIGCOT Recap

Dawn provided an overview of the survey responses following 2015 WIGCOT. There was a 30% response rate. Over 900 people attended the conference, mostly mid-level and executive managers. Respondents would like to continue having the conference in early March from Sunday-Tuesday. Shawn Achor was the top rated speaker ever recorded for WIGCOT. Connie Podesta's breakout session was the most highly rated breakout. The full survey results are available upon request.

2. Walk With Walkers Schedule

- May 5 was held at Naga-Waukee Park, Hartland/Pewaukee
- June 23 will be held at Wyalusing State Park, Bagley/Prairie du Chien
- July 8 will be held on the Trestle Trail Bridge at Fritse Park, Menasha/Fox Cities
- Details are being worked on for walks on July 29 in Onalaska, August 5 in Middleton, September 23 in Waupaca and October in both St. Croix Falls & Superior

3. Northwoods Summit

The dates of the Northwoods Summit are December 1 & 2 (location is to be determined).

XII. Committee Reports

1. Marketing

Stacey Watson & Shane Brossard

Stacey and the committee are pleased with the work of the Department and appreciative of the Committee's involvement with the marketing campaign. The Committee has a meeting scheduled on June 22.



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2. Sports

James Bolen & Dawn Zanoni

The Sports and Meetings & Convention Committees held a joint meeting in April. Both markets are focusing on tradeshows. The largest NASC convention to date was in Milwaukee. During the convention the Sports Wisconsin team sponsored the snack cart. Next year, the convention will be in Michigan. The committee is working with ConnectSports and Collinson Media. They are working on a media/PR kit.

3. Meetings & Convention

Deb Archer & Dawn Zanoni

The Meetings & Convention (M&C) media kit is finished but it can't be printed until the new fiscal year. The media kit will be an ongoing process to add new ideas and keep it fresh. Committee is targeting M&C trade publications. Meeting Planners International will be in San Francisco next year and the Department would like to provide a sponsorship, as well as continue the sponsorship with ConnectMarketplace. The Committee is going to work with IMEX at Las Vegas. It's a growing tradeshow, that is costly but well worth the expense. Committee is looking at next year's creative and how it will tie into marketing and would like to get the Marketing Committee involved to review the M&C and Sports marketing plans.

4. Travel Green

Joe Klimczak & Shane Brossard

Joe reported that there is nothing new to add.

5. Grants

Sarah Klavas

FY15 JEM committee reviewed 85 grants, and 60 were funded. The ROI for April JEM grants is \$15.4 million.

6. International

Sarah Klavas

IPW, an international tradeshow, was held in Florida. David Spiegelberg is the Department's International Show staff. The Committee just met and is excited with our work in the Canadian market. They are expanding marketing to Thunder Bay (to the east) in partnership with Brand USA. Next, the Committee will review the 2-year marketing plan.

XIII. Old Business

Vice Chair Brian Kelsey

Brian announced that Trisha Pugal from the Wisconsin Hotel and Lodging Association is available at the meeting to discuss the room tax with anyone who had questions.

XIV. New Business

Vice Chair Brian Kelsey

- George Tzougros announced that the National Endowment for the Arts National Heritage Award winner is from Lions, Wisconsin. This is the eighth artist from Wisconsin to receive this award. The winner has been an apprenticeship recipient at the Arts Board for many years. Ann Pryor, Wisconsin Arts Board, nominated the artist for this award. Secretary Klett discussed the creative economy for Wisconsin.
- Senator Janet Bewley discussed the legislation for "Blaze Pink" and used it as an example of the importance of controlling the message.
- Kathy Kopp thanked the Council for coming to Platteville and touring the area. An Ag-tourism convention will be coming to the area this year.



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XV. Adjournment

James Bolen made the motion to adjourn. Kathy Kopp seconded. Motion carried. Meeting adjourned at 1:40 p.m.

Respectfully Submitted:

James Bolen, Council Secretary
June 20, 2015

Approved by Brian Kelsey, Vice Chair
June 21, 2015