



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## **Governor's Council Minutes**

**March 2, 2014**

**Grand Geneva Resort & Spa**

**7036 Grand Geneva Way**

**Lake Geneva, WI 53147**

**Room: Grand Ballroom**

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

PRESENT: Deb Archer, Representative Jill Billings, James Bolen, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Allyson Gommer, Pete Helland, Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Kathy Kopp, Scott Krause, Senator Terry Moulton, Lola Roeh, Ernie Stevens III, George Tzougros, Paul Upchurch, Stacey Watson, Deputy Dave Fantle

EXCUSED: Senator Dave Hansen, Representative Dean Kaufert

STAFF PRESENT: Glenn Aumann, Amy Bayer, Kelly Borde, Shane Brossard, Jonathan Eckelberg, Abbie Hill, Danielle Johnson, Sarah Klavas, Joy Martell, Joellyn Merz, Drew Nussbaum, Dawn Zaroni, and Christine Torkelson

### **I. Call Meeting to Order, Welcome and Introductions**

**Paul Upchurch**

Chair Paul Upchurch called the meeting to order at 3:04 p.m. Council members introduced themselves to the audience.

### **II. Approval of January 9 Minutes**

**Paul Upchurch**

Brian Kelsey made the motion to approve the minutes from January 9, 2014. Lola Roeh seconded the motion. Motion carried. Minutes approved.

### **III. Wisconsin Governor's Conference on Tourism**

**Dawn Zaroni**

Dawn Zaroni and Joy Martell discussed the details of how to download the conference app. Dawn described the farm-to-table concept at the Opening Reception, during which the Wisconsin Brewer's Guild and Wisconsin Winery Association were also providing drinks. The Grand Geneva staff mentored culinary students with cooking and preparing the meals. Dawn described the trolley for those in need of assistance getting around the property.

### **IV. Secretary's Report**

**Stephanie Klett**

#### **1. Introduction of New Employees**

Christina Torkelson, Marketing Specialist, Jonathan Eckelberg, Digital Content Specialist, and Amy Bayer, Executive Staff Assistant, introduced themselves to the Council and visitors.



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## 2. Grant Presentations

- JEM Presentation (Stevens Point) –Sara Brish described the Spring Sales Promotion. There is a projected \$416K ROI.
- Ready, Set, Go! Presentation (IPC World Championships) –James Bolen described the program which has a projected \$2.5 million ROI. There will be an estimated 250 athletes from around the world in attendance. It will have all the pomp and circumstances of the Olympics with Opening and Closing ceremonies.

## 3. U.S.T.A./Brand USA/Congressman Paul Ryan

Stephanie reported on the roundtable in Green Bay where Council members and industry partners met with U.S. Senator Ron Johnson. The event was so successful Stephanie is going to get in touch with U.S. Congressman Paul Ryan to have an infrastructure discussion and provide practical ways on how the government can help Tourism.

## 4. Travel & Tourism Research Association Meeting in Belgium

In June, Sarah Klavas will be traveling to Brugges to present on Travel Green Wisconsin at the Travel & Tourism Research Association Annual Meeting.

## 5. National Tourism Week (May 3-11)

The whole team will be participating in National Tourism Week. Stephanie is going to be presenting JEM checks around the state. Dave Fantle, Sarah Klavas, and the RTS's will be giving speeches and attending functions.

## 6. Wisconsin Arts Board

Stephanie thanked the Arts Board for their hard work and congratulated them for their 40<sup>th</sup> Anniversary.

## V. Industry Relations

**Sarah Klavas & Drew Nussbaum**

### 1. Customer Service Update

6,500+ people have attended training programs in the last 2 years. In a recent survey sent to industry partners, it was noted how important the customer service program is. The program won a Gold Markham Award.

### 2. Assessment Update

The Assessment Program is continuing to be adapted. It's meant for smaller communities so they can learn how to use limited resources to bring visitors to their communities. The staff and area leaders surveys and compiles data about their communities before presenting results to community leaders, as well as prioritizing what "next steps" are. Thirteen assessments have been completed to date.



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## VI. Wisconsin Arts Board

**George Tzougros**

George Tzougros thanked the Department for giving the Arts Board a home in 2011. The National Endowment for the Arts is the reason the WAB was able to have the funds to be a gold sponsor at the conference. The Arts Board develops, while the Department of Tourism markets. They have a symbiotic relationship. George introduced his staff. Several people from arts communities attended the conference for the first time this year. There is an arts track that is being presented at this year's conference.

## VII. Technology and Customer Service

**Joellyn Merz & Shane Brossard**

1. Joellyn Merz provided a year in review for TravelWisconsin.com and the technology and customer service area of the department.
  - Traffic to the site has increased 63% since 2012. Joellyn thanked partners for providing the data to put in the database.
  - The Department has redesigned/refreshed the industry website, placed photos and videos on a digital asset website, called WIDEN, completed usability testing for the website, created training videos for extranet partners, and contributed over 100 articles for the TravelWisconsin.com site.
  - There are eight print publications created by staff.
2. Joellyn discussed future plans, which include creating more content for the websites and conducting focus groups in Milwaukee, Minneapolis, and Chicago. Content Marketing is the future of marketing and the Department is planning to distribute through TravelWisconsin.com, social media, as well as email marketing programs.
3. Shane Brossard presented information about the new digital communications management platform called "Gov Delivery."
  - This program is being used by several state agencies, including DNR. This program allows the department to send emails, however, in addition it allows for a more specialized and advanced niche email system. The program reviews new content and notifies subscribers of only the content they've expressed an interest in. This program will also give subscribers the options to receive updates as text and choose the frequency of receiving updates.
  - We will be connected with the other Wisconsin agencies so there will be cross-promotional opportunities. Since the DNR started using the program they have seen a sizable increase in subscribers. This system launched in early February.

## VIII. Public Relations/Marketing

### 1. Public Relations

**Danielle Johnson**

- The Big Bundle Up campaign wrapped up on January 6. Danielle Johnson thanked all of the participants for their support and contributions. This is the third year of the program and over 70 organizations participated around the state with over 11,000 donated items.
- Danielle reported that we've seen a \$5.6 million return on investment (ROI) for our Geiger Press Tours. There are 3 scheduled for 2014 in Hayward/Cable (June), Bayfield/Apostle Islands (September), and Lake Geneva (October).



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- Danielle noted that the 2013 earned media came in at \$1.4 million impressions and \$68 million in ad value. While earned media is similar to last year, the ad value has increased since 2012 which was \$59 million.
- The PR team will be going to the Twin Cities and Chicago to meet with travel writers and pitch Wisconsin as a premiere destination.
- Travel Media Showcase will meet with 30 journalists over 2 days.

## 2. Marketing

**Dave Fantle**

- Dave Fantle discussed the Agency RFP process. He described Laughlin Constable as an extension of our team. However, every five years there is a mandatory RFP request. The due date is March 22. Vendor.net is the online portal to bid on this contract.
- 2013 economic impact report will be released in late April. Friday May 2 will be Fishing Opening with the Governor, followed by National Tourism Week where the findings of the report will be announced.

## IX. Committee Reports

### 1. Marketing

**Stacey Watson & Dave Fantle**

Stacey Watson described the Marketing Committee's role on the Council. The Committee meets 3 times a year to look at the creative and discuss whether or not the department is "on brand." Stacey recognized members of the committee and the hard work they do.

### 2. Sports

**James Bolen & Dawn Zanoni**

- James Bolen discussed the purpose of the Sports Committee. Surveys concluded that sports planners did not perceive Wisconsin as a sports destination. The Committee is focusing on marketing the website and bringing in large events (because they have the biggest economic impact).
- The National Association of Sports Commissions (NASC) will be in Oklahoma City in April and the Department will be present to promote Wisconsin for the 2015 meeting.

### 3. Meetings and Convention

**Deb Archer & Dawn Zanoni**

- Deb Archer thanked the Department for being the best in the country.
- Wisconsin Tourism will be a sponsor for one more year at the Connect Marketplace event. The next meeting will be in Orlando in August.
- The annual MPI meeting will be held in Minneapolis this year. It is a large meeting that focuses on meeting planners. The Department is looking at ways to do an event in conjunction with the meeting.
- The new MeetinWisconsin.com website was launched in the past year.
- The Meetings Mean Business grants have the highest return of all the grant programs with an ROI impact of \$4.2 million.



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## 4. Travel Green

**Joe Klimczak & Sarah Klavas**

- Joe Klimczak reported that the program is revamped, re-energized, and continues to grow. They recently had a successful committee meeting and welcomed Christina Torkelson to the team. There are 518 total certified businesses.
- Joe reported that the UW Whitewater recently conducted survey and discussed some of the findings.
- He also reported that clean marina certified businesses can apply for Travel Green Certification more easily.
- The Milwaukee Journal Sentinel has a special Fun Times section specific to Travel Green.

## 5. Grants

**Paul Upchurch & Abbie Hill**

- Joint Effort Marketing Grant Committee met on February 24. They reviewed 22 grants, and 16 grants were awarded. Three grants were given to communities that had never applied before. There is an estimated \$8.4 million return on investment (ROI). There is one more JEM Grant application deadline for this fiscal year. Abbie announced there has been a \$24 million ROI on JEM Grant projects.
- 4 Meetings Mean Business (MMB) grants were awarded with a projected ROI is over 3.7 million.
- 17 Travel Information Center (TIC) grants were awarded in January. This continues to be an active program with a lot of interest.
- The Ready, Set Go! Grant Committee awarded 5 grants in January with \$5.7 million in economic impacts.

## 6. International

**Dave Fantle & Sarah Klavas**

Sarah Klavas recognized International Committee Members in the audience. The International Pow Wow (IPW) will be held in Chicago on April 5-9. It is one of the largest travel trade shows in the world. Sarah Klavas will be in the Great Lakes USA booth. Harley-Davidson, Visit Milwaukee, Green Bay, and the Wisconsin Department of Tourism will also have booths at the trade show. Sarah provided examples of the booths and showed the co-op opportunities through selling ad space. Part of the co-op is a jump drive that will have profiles of different tourism areas. There will be a post-conference familiarization tour called – Water, Water, Everywhere. This 3-day tour features Lake Geneva, Madison, and Milwaukee.

## X. Out-State Meeting Update

**Stephanie Klett & Paul Upchurch**

Stephanie reported on the May 15 Council Meeting which will be held in Fond du Lac. The Council will have a welcome dinner at Council Member Paul Cunningham's Schreiner's Restaurant (May 14). The following day the Council will tour LaClare farms, Thelma Sadoff Art Center, and Trinity Restaurant. Fond du Lac raised millions of dollars to revitalize its downtown.

## XI. Old Business

**Paul Upchurch**

There was no old business.



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## **XII. New Business**

There was no new business.

**Paul Upchurch**

## **XIII. Questions from the Floor**

There were no questions from the floor.

## **XIV. Adjournment**

George Tzougros made motion to adjourn the meeting, Deb Archer seconded the motion. Motion carried. Meeting adjourned at 4:30 p.m.

Respectfully Submitted:

James Bolen, Council Secretary

March 20, 2014

Approved by Paul Upchurch, Chair

March 20, 2014