



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

RELEASE: Immediate  
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## **ADVISORY TO THE MEDIA:**

The Governor's Council on Tourism will meet from 10:00 a.m.–1:00 p.m., Thursday, January 12 at the Department of Tourism, 201 West Washington Avenue, 1<sup>st</sup> Floor Conference Room, Madison, WI 53703. The public and press are welcome to attend.

**Governor's Council Agenda  
January 12, 2017  
Department of Tourism  
201 West Washington Avenue  
1<sup>st</sup> Floor Conference Room  
Madison, WI 53703**

Council Roll Call	Council Secretary James Bolen
I. Call Meeting to Order, Welcome and Visitor Introductions	Council Vice Chair Brian Kelsey
II. Approval of May 12, 2016 Minutes	Council Vice Chair Brian Kelsey
III. Open Election	All
• Council Chair	
• Vice-Chair	
• Council Secretary	
IV. Open Election for Marketing Committee	All
V. Secretary's Remarks	Stephanie Klett
• Introduction of New Tourism Staff	
○ Charlene Malueg, Executive Staff Assistant	
○ Julie Fox, Regional Tourism Specialist	
○ Rachel Hershberger, Digital Content Specialist	
• Appearance Updates	
VI. 2016 Council Report	Sarah Klavas
VII. WIGCOT Overview	Stephanie Klett & Dawn Zaroni



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- |       |                           |                                 |
|-------|---------------------------|---------------------------------|
| VIII. | Tell Us What You Know     | All                             |
|       | ○ 2016–The Year in Review |                                 |
|       | ○ 2017 Outlook            |                                 |
| IX.   | Old Business              | Council Vice Chair Brian Kelsey |
| X.    | New Business              | Council Vice Chair Brian Kelsey |
| XI.   | Adjournment               | Council Vice Chair Brian Kelsey |