



# 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 4:00 p.m.–5:00 p.m., Sunday, March 12, 2017 at Potawatomi Hotel and Casino, 1721 West Canal Street, Milwaukee, WI. Public and press are welcome to attend. The meeting is open to conference delegates with special focus on first time attendees at the Governor's Council on Tourism.

## **Governor's Council Agenda Potawatomi Hotel and Casino, Serenity Room**

- |       |   |                               |
|-------|---|-------------------------------|
| I.    | Council Roll Call   | Council Secretary James Bolen |
| II.   | Call Meeting to Order and Welcome   | Chair, Paul Upchurch          |
| III.  | Approval of January 12, 2017 Minutes  | Chair, Paul Upchurch          |
| IV.   | Secretary's Welcome   | Stephanie Klett               |
|       | <ul style="list-style-type: none"><li>• Recognize and acknowledge first time attendees to conference</li><li>• Overview and highlights of WIGCOT</li><li>• Introduction of new staff: Kyle Goodman</li></ul>  |                               |
| V.    | Introductions of Full Council and Committee Chairs  | Chair, Paul Upchurch          |
|       | <ul style="list-style-type: none"><li>• Council members self-introduce</li><li>• Committee Chairs introduce membership and scope of committee</li></ul> James Bolen, Sports<br>Deb Archer, Meetings and Conventions<br>Stacey Watson, Marketing<br>Joe Klimczak, Travel Green<br>Paul Upchurch, JEM |                               |
| VI.   | Joint Effort Marketing Awards   | Stephanie Klett               |
| VII.  | Old Business  | Chair, Paul Upchurch          |
| VIII. | New Business  | Chair, Paul Upchurch          |
| IX.   | Adjournment   | Chair, Paul Upchurch          |