



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

**Governor's Council Minutes**  
**March 12, 2017 4:00-5:00 p.m.**  
**Potawatomi Hotel and Casino, Serenity Room**  
**1721 West Canal Street, Milwaukee**

**I. 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, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Pete Helland, Brian Kelsey, Stephanie Klett, Joe Klimczak, Kathy Kopp, Lola Roeh, Representative Travis Tranel, George Tzougros, Paul Upchurch, Stacey Watson

EXCUSED: Senator Terry Moulton

STAFF PRESENT: Shane Brossard, Julie Fox, Kyle Goodman, Rachel Hershberger, Sarah Klavas, Emily Lorenz, Charlene Malueg, Lisa Marshall, Andrew Nussbaum, Heidi Schultz, Dawn Zaroni

**II. Call Meeting to Order and Welcome**

**Council Chair Paul Upchurch**

Council Chair Paul Upchurch called the meeting to order at 4:06 p.m.

**III. Approval of January 12, 2017 Minutes**

**Council Chair Paul Upchurch**

Brian Kelsey made the motion to approve the January 12, 2017 minutes. Lola Roeh seconded the motion. Motion carried. Minutes approved.

**IV. Secretary's Welcome**

**Secretary Stephanie Klett**

Secretary Klett welcomed council members and guests and thanked everyone for coming. She introduced and thanked Dawn Zaroni for organizing the Governor's Conference on Tourism, reminded attendees to download the conference app, and invited everyone to attend the event scheduled to celebrate the 30<sup>th</sup> anniversary of Discover Wisconsin.

Dawn Zaroni discussed conference highlights and upcoming events.

New tourism staff member, Kyle Goodman, Web and Digital Marketing Specialist, introduced himself.

**V. Introductions of Full Council and Committee Chairs**

**Council Chair Paul Upchurch**

Council Chair Paul Upchurch explained the role of the Governor's Council on Tourism as advisory to the Department of Tourism as they create the overall marketing strategy. Each council member introduced himself/herself and provided a brief explanation of his/her experience.



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The JEM, Marketing, Meetings and Conventions Marketing, Sports Marketing, and Travel Green subcommittee chairs were introduced and each gave an overview of the committee and recognized the members who serve on it.

**VI. Joint Effort Marketing (JEM) Awards**

**Secretary Stephanie Klett**

Secretary Klett awarded two JEM grants: \$8,950 to Racine County for the "Open House Racine County" \$1,500 to the Village of Ferryville for "Rummage Along the River."

**VII. Old Business**

**Council Chair Paul Upchurch**

There was no old business.

**VIII. New Business**

**Council Chair Paul Upchurch**

There was no new business.

**IX. Adjournment**

**Council Chair Paul Upchurch**

Cindy Burzinski motioned to adjourn and Deb Archer seconded. Chair Paul Upchurch adjourned the meeting at 4:53 p.m.

Respectfully Submitted:

James Bolen, Council Secretary

Approved by Paul Upchurch, Chair