



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

RELEASE: Immediate
CONTACT: Lisa Marshall
Wisconsin Department of Tourism
608/267-3773

ADVISORY TO THE MEDIA:

The Governor's Council on Tourism will meet from 10:00 a.m.–2:00 p.m., Thursday, January 7 at the Department of Tourism, 201 West Washington Avenue, 1st Floor Conference Room, Madison, WI 53703. The public and press are welcome to attend.

**Governor's Council Agenda
January 7, 2015
Department of Tourism
201 West Washington Avenue
1st Floor Conference Room
Madison, WI 53703**

Council Roll Call

Council Secretary James Bolen

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|------|--|-----------------------------|
| I. | Call Meeting to Order, Welcome and Visitor Introductions | Council Chair Paul Upchurch |
| II. | Approval of October 8, 2015, Minutes | Council Chair Paul Upchurch |
| III. | Open Election | All |
| | • Council Chair | |
| | • Vice-Chair | |
| | • Council Secretary | |
| IV. | Open Election for Marketing Committee | All |
| V. | Secretary's Report | Stephanie Klett |
| | • Introduction of new tourism staff | |
| | ○ Emily Lorenz, Web Coordinator | |
| | ○ Hilary Burg, Office Manager | |
| | ○ Grants Coordinator | |
| | ○ Dawn Zaroni, Office of Marketing Manager | |
| | • Secretary Highlights | |
| | ○ Bo Ryan/Supper Club Press Conference | |
| | ○ Tree Lighting at Executive Residence | |
| | ○ Governor's Northern Economic Summit | |
| | ○ American Birkebeiner | |



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- Town of Barnes
 - 2016 Walk With Walkers
 - Tourism Awards
- VI. Public Relations Lisa Marshall
- Big Bundle Up
 - Social Media Update
- VII. Special Projects Shane Brossard & Lisa Marshall
- Kohl Center Press Conference & Media Coverage
 - Winter Campaign
- VIII. Marketing Shane Brossard
- International/Brand USA Campaign
- IX. Technology and Customer Service Joellyn Merz
- Website Updates
 - Publications
- X. Meetings Dawn Zanoni
- 2016 WIGCOT Update
- XI. Committee Reports
- Sports James Bolen & Dawn Zanoni
 - Meetings and Convention Deb Archer & Dawn Zanoni
 - Grants Paul Upchurch & Abbie Hill
 - Marketing Stacey Watson & Shane Brossard
 - Travel Green Joe Klimczak & Shane Brossard
 - International Shane Brossard
- XII. Round Robin Updates Council Members*
- XIII. Old Business Council Chair Paul Upchurch
- XIV. New Business Council Chair Paul Upchurch
- XV. Adjournment Council Chair Paul Upchurch

*If any Council Members would like to say a few words about an important event that occurred in your area since the last Council Meeting, please contact Amy Bayer at abayer@travelwisconsin.com and it will be added to the agenda.