



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## Governor's Council Agenda

May 12, 2016

11 a.m. – 2 p.m.

**Björklunden, 7590 Boynton Lane, Baileys Harbor, WI 54202**

**Room: Vail Hall**

- Council Roll Call Council Secretary James Bolen
- I. Call Meeting to Order, Welcome, Introductions Council Vice Chair Brian Kelsey
- II. Approval of March 13, 2016, Minutes Council Vice Chair Brian Kelsey
- III. Department Grant Programs Secretary Stephanie Klett &  
Shelly Harkins, Industry Relations Director
- JEM Grant Presentations
    - Door County Sea Dogs – Year 2 (Door County Maritime Museum)
    - Door County North Food & Wine Fest – Year 3 (Top O the Thumb Association)
    - Door County Wine Fest (Egg Harbor Business Association)
  - Multicultural Grant Program
- IV. Secretary Appearances & National Tourism Week Recap Secretary Stephanie Klett
- V. WIGCOT Wrap-up Dawn Zaroni, Office of Marketing Services Director
- VI. Integrated Communications & Marketing Discussion
- Total Tourism Family Tree Lisa Marshall, PR Director & Shane Brossard, Marketing Director
  - Integrating Pet travel and the Iconic Wisconsin Supper Club Joellyn Merz, Technology & Customer Service Director
  - Connecting Sustainability and Traveling Green with Travel Green Wisconsin Deputy Secretary Sarah Klavas
  - Arts and Tourism George Tzougros, Arts Board Director & Brian Kelsey
  - State Agencies Working with Tourism Dawn Zaroni, Office of Marketing Services Director
- VII. Best Integration Practices Discussion All Council Members
- VIII. Legislative Update and Discussion on Council Best Practices and Outreach Suggestions Secretary Stephanie Klett
- IX. Adjournment