



# State of Wisconsin

Tony Evers, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## **Governor's Council Minutes March 17, 2019 Kalahari Resorts and Conventions Wisconsin Dells, WI**

### **I. Council Roll Call: Council Secretary Lola Roeh took the Roll Call. Those present, absent and guests were:**

PRESENT: Deb Archer, Senator Janet Bewley, Representative Jill Billings, James Bolen, Cindy Burzinski, Apache Danforth, Pete Helland, Senator Andre Jacque, Brian Kelsey, Joe Klimczak, Kathy Kopp, Michelle Martin, Mary McPhetridge, Sara Meaney, Christian Overland, Lola Roeh, George Tzougros, Paul Upchurch, AJ Frels, Representative Travis Tranel

EXCUSED: Paul Cunningham

STAFF PRESENT: Anne Sayers, Chelsey Bence

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

**Council Chair Paul Upchurch**

Council Chair Paul Upchurch called the meeting to order at 3:32pm.

### **III. Approval of January 24, 2019 Minutes**

**Council Chair Paul Upchurch**

Representative Jill Billings made the motion to approve the January 24, 2019 minutes. Joe Klimczak seconded the motion. Motion carried. Minutes approved.

### **IV. Secretary's Report**

**Secretary Sara Meaney**

#### **a. Budget Update**

Secretary Meaney addressed Governor Evers budget and gave a high-level overview of the specific ways the budget may impact the Department of Tourism.

#### **b. Strategic planning process**

Secretary Meaney noted that a lot of progress has been made on the strategic planning process since the Council last met and were briefed on the topic. To date, Tourism has selected Coraggio as their consulting partner who came highly recommended by many on the National Council of Travel Directors. The strategic planning team held its first kick-off phone call with Coraggio and will continue to work with them to reach the ultimate goal of developing a plan that will support a thriving Wisconsin Tourism Industry. The team is eager to assess what needs to do to keep moving forward to build on the current progress of the Department.

Throughout the strategic planning process there will be frequent opportunities for stakeholder engagement through the collection of data. The team will ensure that the vision ahead of the Department is clear; evaluate the future state that we are trying to create for Wisconsin Tourism; determine our mission; determine our brand intention; and prioritize what we are trying to make



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happen. In the end, Coraggio will provide the Department with a one-page strategic plan that everyone will have access to.

Secretary Meaney explained that Council members will be invited to participate in an online survey to collect a broad sample of priorities from across the state. Coraggio will also lead stakeholder listening sessions so there is an opportunity to ask questions. Details will soon be made available.

### **V. Data and Key Insights**

**Cree Lawson from Arrivalist**

Secretary Meaney introduced Cree Lawson from Arrivalist. Cree walked Council members through a data set and talked in detail about how decisions can be informed by data. Cree also spoke about the work Arrivalist has currently been doing with the State of Wisconsin to track visitor movement.

### **VI. New/Old Business**

**Council Chair Paul Upchurch**

New Business:

Paul Upchurch announced that last week, Milwaukee was selected as the host city for the 2020 the DNC. The convention is anticipated to bring over 50,000 visitors to Wisconsin, spending over 2 billion dollars. The entire state will benefit by hosting the DNC, with Milwaukee and Wisconsin being heavily talked about in the national media. Paul noted that the DNC will be held in early to mid-July, bringing a lot of families to our state looking to spend vacation time.

Secretary Meaney thanked everyone on the Council for the work they will be doing in the coming months to organize and get prepared for such big events coming to our state, stating that it is an excellent opportunity to talk about the traveler's road to Wisconsin while the media talks about the political road.

Old Business:

No old business.

### **VII. Adjournment**

**Council Chair Paul Upchurch**

Brian Kelsey made the motion to adjourn the meeting; seconded by Deb Archer. The meeting adjourned at 4:10pm.

Respectfully Submitted:

Lola Roeh, Council Secretary

Approved by Paul Upchurch, Council Chair