



# 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 3:00 p.m.–5:00 p.m., Sunday, March 13 at the Ho-Chunk Gaming - Wisconsin Dells Hotel and Convention Center, S3214 County Highway Boulevard, Baraboo, WI 53913. The public and press are welcome to attend.

## Governor's Council Agenda

March 13, 2016

Ho-Chunk Gaming - Wisconsin Dells Hotel and Convention Center

Room: Upper Dells Ballroom CDE

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|---|--|
| Council Roll Call   | Council Secretary James Bolen                                  |
| I. Call Meeting to Order, Welcome, Council Introductions            | Council Chair Paul Upchurch                                    |
| II. Tourism Introductions   | Secretary Stephanie Klett                                      |
| • Introduction of New Tourism Staff                                 |  |
| ○ Kristina LeVan, PR Coordinator                                    |  |
| ○ Emily Lorenz, Web Coordinator                                     |  |
| ○ Hilary Burg, Office Manager                                       |  |
| ○ Heidi Roekle, Grants Coordinator                                  |  |
| ○ Shelly Harkins, Industry & Agency Services Director               |  |
| III. Approval of January 7, 2016, Minutes                           | Council Chair Paul Upchurch                                    |
| IV. JEM Grant Presentations   | Secretary Stephanie Klett & Heidi Roekle                       |
| • Vilas County Silent Sports Destination Marketing – Year 3         |  |
| • Eau Claire's Vacation Like a Local Destination Marketing – Year 2 |  |
| V. Tourism Events Update  | Dawn Zanoni, Office of Marketing Services Director             |
| • Wisconsin Governor's Conference on Tourism Update                 |  |
| VI. Secretary's Report  | Secretary Stephanie Klett                                      |
| • Appearance Highlights   |  |
| VII. National Travel & Tourism Week                                 | Deputy Sarah Klavas &<br>Lisa Marshall, Communication Director |



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- VIII. Technology & Customer Service      Joellyn Merz, Technology & Customer Service Director
- Travel Wisconsin "Real Fun" Videos
- IX. Travel Wisconsin Content Analysis Report      Content Marketing Team
- X. Marketing      Shane Brossard, Marketing Director
- Multi-Cultural Advertising      Lauren Banks, Creative Marketing Resources
- XI. Committee Reports
- Marketing      Stacey Watson
  - Sports      James Bolen
  - Meetings and Convention      Deb Archer
  - Travel Green      Joe Klimczak
  - JEM, MMB & RSG Grants      Paul Upchurch
  - TIC Grants      Cindy Burzinski
  - International      Sarah Klavas
- XII. Old Business      Council Chair Paul Upchurch
- XIII. New Business      Council Chair Paul Upchurch
- XIV. Questions from the Floor
- XV. Adjournment