



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Minutes

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 took the Roll Call. Those present and excused were:

PRESENT: Deb Archer, Representative Jill Billings, James Bolen, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Collin Price, Lola Roeh, George Tzougros, Stacey Watson

EXCUSED: Senator Janet Bewley, Pete Helland, Kathy Kopp, Scott Krause, Senator Terry Moulton, Representative Travis Tranel, Paul Upchurch

STAFF PRESENT: Amy Bayer, Shane Brossard, Shelly Harkins, Deputy Sarah Klavas, Joellyn Merz, Lisa Marshall, Dawn Zanoni

VISITORS: Jack Money Penny, Phil Berndt, Michelle Rasmusson & Laura Bradley (Door County Visitor Bureau), Jeff Larson, Melinda Johnson, Alyssa Rasmusson, Pamela Flash & Kate Rericha (Egg Harbor Business Association), Terry Bolt, Cathy Ward & Mickie Rasch (Door County North), Tim Lawrie (Door County Wine Trail), Terry Connelly & Amy Paul (Door County Maritime Museum), Kim Jensen (Pink Bakery Catering), Kim Eckstein & Mark Breseman (Björklunden)

I. Call Meeting to Order, Welcome, Introductions

Council Vice Chair Brian Kelsey

Council Vice Chair Brian Kelsey called the meeting to order at 11:12 a.m. Council Members introduced themselves to the attendees.

Mark Breseman, Executive Director of Björklunden, provided remarks about the destination.

II. Approval of March 13, 2016, Minutes

Council Vice Chair Brian Kelsey

Deb Archer made the motion to approve the minutes from March 13, 2016. Lola Roeh seconded the motion. Motion carried. Minutes approved.

III. Department Grant Programs

Secretary Stephanie Klett

- **Joint Effort Marketing (JEM) Grant Presentations**

- *Door County Sea Dogs – Year 2*

- Amy Paul accepted the grant on behalf of the Door County Maritime Museum and provided information about the program.



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

- *Door County North Food & Wine Fest – Year 3*
Mickie Rasch accepted the grant on behalf of the Door County North and provided information about the program.
- *Door County Wine Fest*
Jeff Larson accepted the grant on behalf of the Egg Harbor Business Association and provided information about the event.

- **Multicultural Grant Program** **Shelly Harkins, Industry Relations Director**
Shelly Harkins discussed the guidelines for the Multicultural Grant Programs which provides a total of \$50,000 per biennium for promotional costs associated with unique Hispanic, Asian and African American events. The grant applications will be reviewed two times per year and non-profit organizations can receive up to \$10,000.

- IV. National Tourism Week Recap & Secretary Appearances** **Secretary Stephanie Klett**
Secretary Klett discussed the highlights of National Travel and Tourism Week, which started 33 years ago by the Travel Industry Association to salute people in the Travel and Tourism industry. The kick-off to the week included a travel day with the Governor where they visited Miller Coors in Milwaukee, Elroy-Sparta Trail in Kendall, Visit Eau Claire's new mobile visitor center in Eau Claire and Heritage Hill State Park in Green Bay. There were several radio and television interviews and the week ended with the Governor's Fishing Opener in Trego.

Other Appearances for the Secretary included: Premier Party for the Supper Club Ad at the Buckhorn Supper Club; Cabinet on the Road events in Southwest WI; Presentations at Forward Janesville Annual Dinner, Clark County EDC Annual Meeting, Mercy Hospital Volunteer Luncheon; Site Visit of Potawatomi Hotel in Milwaukee; and Tour of The Highground.

- V. WIGCOT Wrap-up** **Dawn Zanoni, Office of Marketing Services Director**
Dawn Zanoni reviewed the survey results from WIGCOT 2016. WIGCOT 2017 will be March 12-14 at Potawatomi Hotel in Milwaukee. Over the next couple months, the tourism team will be looking for topics and speakers and the Council was invited to provide input.

VI. Integrated Communications & Marketing Discussion

Total Tourism Family Tree & Integrating Pet Travel and the Iconic Wisconsin Supper Club
Deputy Klavas, Shane Brossard, Lisa Marshall and Joellyn Merz described the framework of the Department of Tourism staff and the integrated approach of working together, as well as collaboration with key vendors: Laughlin-Constable, Creative Marketing Resources and Ascedia.

The Council discussed the following topics:

1. What is your experience working with multiple vendors and agencies that must co-collaborate on your behalf?



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

2. What is your experience working with outside agencies and how do you make the collaboration work effectively?

Key discussion points included:

- It was suggested for separate vendors working as a team to hold each other accountable using various methods of review.
- There is a need for clear communication from the beginning on assigned roles including who has the ultimate say in decision-making and interfering when there is disagreement between vendors. Vendors collaborating on a project should not see it as a competition.
- Vendors exist to produce the product that the client wants. Ultimately, the person who is paying the bills has the authority to set goals and inform vendors when goals aren't met. Don't allow vendors to convince the client that something is on brand, when it isn't.
- Harley-Davidson conducts Agency Summits with vendors that last 1-2 days and are designed to define the brand, discuss the customer experience, metrics and pieces of the organization that are or are not working? It's essentially an interactive training class for vendors. Keeping the summits interactive, instead of presentations/lectures, ensures that the attendees understand the brand and are following the information that is provided.
- Sometimes creative competition is helpful. For example, if vendors keep working at a problem, they will find ways to compromise.
- Weekly meetings are suggested to make sure vendors/contractors are all on the same page.
- The Department of Tourism stays integrated because of defined pillars for the Brand of Fun. The staff has opportunities to disagree and then work together toward a solution ("rumble" and "rally").
- The Department of Tourism has a vision for their marketing end results and vendors are hired to help fulfill the defined goals. All who come together for the good of the end result must see themselves as a part of a team with a unified goal.
- When vendors have high-turnover they should have an on-boarding process to get new staff integrated into the mission and scope of projects.

Connecting Sustainability and Traveling Green with Travel Green Wisconsin (TGW)

Deputy Sarah Klavas discussed the history and purpose for the TGW certification program. It is celebrating its 10th anniversary. Traveling green in Wisconsin is "fun with a conscious."

The Council discussed the following topic:

1. How should the Department of Tourism package TGW to visitors (marketing traveling green as fun)?
2. How should the Department of Tourism package TGW to the industry (convincing industry partners to be certified)?

Key discussion points included:

- Ask WACVB and Chambers to help promote TGW to industry partners.



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

- Have the focus of marketing the programs be more on the people involved instead of the places. Have individuals tell their own stories about why TGW is important.
- Produce a short video about TGW.
- Collaborate with WisDOT to add messages to county signs that say: xxx County supports Travel Green Wisconsin.
- Encourage county buildings to become TGW certified. Recruit the assistance of the Wisconsin Counties Association.
- Is there a way to add the TGW logo to the Frank Lloyd Wright Heritage Trail's signs?
- Visitors want to preserve parks so that the parks stay the same year after year and similar experiences can be shared with future generations.

Arts and Tourism

George Tzougros and Brian Kelsey discussed the challenges and opportunities of promoting the arts within a tourism destination. Individuals involved in the arts community don't necessarily think of themselves as an attraction but they are. The arts community creates a product which the Department then markets.

Regional Tourism Specialist Jeff Anderson recently provided a presentation to the Wisconsin Arts Board demonstrating all of the work done by the Department of Tourism to promote and market the arts in Wisconsin. Secretary Klett is an ambassador for the arts and over the past 6 years has been a huge support in many ways.

The Wisconsin Arts Board and Department of Tourism are working together to raise the visibility of the arts. The arts community is visual and performing arts, and includes graphic design, architecture, film, elements not also thought of as the arts.

George discussed the lack of diversity among participants within the arts community and how several types of artists and art forms are not represented. He discussed an effort in Milwaukee called "Greater Together" which is working toward fixing the issue of racial disparity in art and grants community.

Collin Price would like to combine efforts and have an integrated approach between NATOW and the Arts Board.

Since WIGCOT 2017 will be in Milwaukee, it could bring a more diverse group to the arts tracks at WIGCOT.

State Agencies Working with Tourism

Dawn Zaroni described the Office of Marketing Services and the work the bureau is currently assisting with, including recruitment videos for the Division of Personnel Management and Department of Children and Family Services. The office is also developing a logo for the Public Service Commission's Broadband Certified program, and organizing a conference for the Department of Military Affairs. Office of Marketing is self-sustained and is set up like a small business. Other agencies are so focused on their



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

programs that they don't know how to market and the Office of Marketing Services will assist with promoting their products and programs.

VII. Best Integration Practices Discussion

All Council Members

This topic was covered in the **Integrated Communications & Marketing Discussion** segment.

Deb Archer brought forth a discussion on the meetings and convention/group market and the impact that could be felt should a bill similar to the one introduced and passed in North Carolina become law. This discussion should be brought to the Tourism Federation of Wisconsin so the discussion can take place in the right forum. The subject is gender identity and the position a state takes on the variety of issues related to it. In North Carolina, major meetings, concerts and other group business are being canceled thus impacting the economy.

VIII. Legislative Update and Discussion on Council Best Practices and Outreach Suggestions

Secretary Stephanie Klett

Agenda item is tabled until next Council Meeting.

IX. Adjournment

Joe Klimczak made the motion to adjourn the meeting. Stacy Watson seconded the motion. Motion carried. Meeting adjourned at 2:03 p.m.

Respectfully Submitted:

James Bolen, Council Secretary
May 25, 2016

Approved by Brian Kelsey, Council Vice Chair
May 25, 2016