



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Minutes
October 4, 2017
Forest Lodge, 22230 Garmisch Road
Cable WI

I. Council Roll Call: Council Secretary, James Bolen took the Roll Call. Those present and excused were:

PRESENT: James Bolen, Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Brian Kelsey, Joe Klimczak, Kathy Kopp, Lola Roeh, Representative Travis Tranel, George Tzougros, Paul Upchurch

EXCUSED: Deb Archer, Senator Janet Bewley, Representative Jill Billings, Pete Helland, Stephanie Klett, Senator Terry Moulton

STAFF PRESENT: Julie Fox, Shelly Harkins, Sarah Klavas, Charlene Malueg, Heidi Schultz

GUESTS: David Eades, Bayfield Chamber of Commerce & Visitor Bureau; Chris Ruckdaschel, Hayward Area Chamber of Commerce; Sherry Beckman, Hayward Lakes Convention and Visitors Bureau; Geri Dresen, Iron River Area Chamber of Commerce; Mary Motiff, Bayfield County Tourism; Alan Brew, Northland College; Tim Koski, Northland College; Stephanie Tranel

II. Call Meeting to Order and Welcome

Council Chair Paul Upchurch

Council Chair Paul Upchurch called the meeting to order at 12:15 p.m. Paul thanked James Bolen for his work with the meeting logistics including the Walk with Walker event that morning.

III. Approval of March 12, 2017 Minutes

Council Chair Paul Upchurch

Brian Kelsey made the motion to approve the March 12, 2017 minutes. Joe Klimczak seconded the motion. Motion carried. Minutes approved.

IV. Council Member Updates

Sarah Klavas

Sarah Klavas welcomed council members and guests and thanked everyone for coming. She reported that Stacy Watson moved and resigned from the Governor's Council and welcomed Apache Danforth, the NATOW representative to the Council.

V. Secretary's Report

Sarah Klavas

Sarah Klavas discussed the newest tourism initiative of promoting Wisconsin as an accessible/barrier-free state and asked Council members to share information on locations they know are already barrier-free. Klavas outlined the numerous appearances Secretary Klett has participated in and emphasized the most recent; fall activation that took place in Chicago's Union Station. This event featured a live TV interview with Klett on Fox Chicago and a towering 8-foot hourglass dropping leaves as Wisconsin hits peak color.



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On behalf of Secretary Klett, Sarah acknowledged the service of Dr. Ellsworth Brown and his commitment to the Council, industry, and department. Dr. Brown is planning a retirement for March 2018.

VI. Travel Green Discussion

Sarah presented information on the current Travel Green program and reported that it needs a contemporary look and revitalization. The Council divided into subgroups to discuss ways to re-engineer the program with a goal of making a recommendation to Secretary Klett. The groups reported back to the full Council.

VII. Industry Relations Update

Shelly Harkins

Shelly distributed the FY 2017 Grant Annual Report. During the fiscal year, 61 Joint Effort Marketing (JEM) grants were awarded for \$1.1 million with a return on investment of \$35 million. 18 Tourist Information Center (TIC) grants were awarded. 10 Ready, Set, Go (RSG) grants were awarded for a return on investment of \$33 million and 3 Meetings Mean Business (MMB) grants were awarded for \$2.36 million return. In summary, during FY 2017, grants earned an estimated \$70 million return on investment for approximately \$1.5 million in dollars granted.

Since the inception of the program in 2012, 475 customer service training sessions have taken place, with over 18,000 partners attending the sessions. The industry relations team is working to educate tourism partners around the state in both grant programs and customer service training that's available to them.

VIII. Committee Report: Sports and Meetings: Strategic Planning Update

James Bolen

James reported that the Sports and Meetings Committee met in June and worked on creating a strategic planning document. A draft plan has been developed that will serve as a road map for the committee. The committee also recommended the current sportswisconsin website be a portal to drive traffic to individual destinations more efficiently and where the customers can most effectively be served..

IX. Review Frank Lloyd Wright Trail Marketing Plan and Accomplishments

Sarah Klavas

Sarah presented an overview of the Frank Lloyd Wright Trail accomplishments to date and the marketing plan including the goals to create awareness of the trail and the signage, increase visitation to each site, prompt social sharing, and generate social and PR buzz. The earned media from December 2016 to June 2017 is \$37 million.

X. Old Business

Chair, Paul Upchurch

There was no new business.



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XI. New Business

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James Bolen announced that there is a group potentially interested in purchasing the Telemark Resort with an opening in 2019. Bolen is very excited about the addition of this asset to the region and the state and believes that they have a plan for a solid return on investment.

XII. Adjournment

Council Chair Paul Upchurch

Cindy Burzinski motioned to adjourn and Elsworth Brown seconded. Chair Paul Upchurch adjourned the meeting at 2:30 p.m.

Respectfully Submitted:

James Bolen, Council Secretary

Approved by Paul Upchurch, Chair