



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 15 at the Radisson Hotel La Crosse, 200 Second Street South, La Crosse, WI 54601. The public and press are welcome to attend.

Governor's Council Agenda March 15, 2015 Radisson Hotel La Crosse Room: Radisson Ballroom

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	
○ Jeff Anderson, Northeast Regional Tourism Specialist	
○ Brian Chullino, Graphic Designer	
○ Jeniece Smith, Managing Editor	
○ Derrick Zimmerman, Social Media Coordinator	
III. Council Member Update	Secretary Stephanie Klett
IV. Approval of January 15, 2015, Minutes	Council Chair Paul Upchurch
V. Tourism Events Update	Dawn Zanoni, Events Director
• Wisconsin Governor's Conference on Tourism	
• 2015 Walk With Walker Events	
VI. Secretary's Report	Secretary Stephanie Klett
• Meetings with Senators	
• Senate Confirmation	
• Meetings with Representatives	
• Appearance Highlights	
VII. Deputy Secretary's Report	Deputy Secretary Sarah Klavas
• Baby Boomer Research	



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- VIII. Grants Abbie Hill, Grant Coordinator
- Grants Apply Online System
- IX. Technology & Customer Service Joellyn Merz, Technology & Customer Service Director
- Web Video Projects
- X. Marketing Shane Brossard, Marketing Director
- Big Ten Network Update
 - Bo Ryan on TravelWisconsin.com
 - Special Showing during Badgers Final Home Game
 - Ad Buys
- XI. Public Relations Lisa Marshall, Public Relations Director
- Media Outreach for Meetings & Convention Market
 - Deskside Meetings
 - Bo Ryan Ad Media Drops
- XII. Committee Reports
- Marketing Stacey Watson & Shane Brossard
 - Sports James Bolen & Dawn Zanoni
 - Meetings and Convention Deb Archer & Dawn Zanoni
 - Travel Green Joe Klimczak & Sarah Klavas
 - Grants Paul Upchurch & Abbie Hill
 - International Sarah Klavas
- XIII. Old Business Council Chair Paul Upchurch
- XIV. New Business Council Chair Paul Upchurch
- XV. Questions from the Floor
- XVI. Adjournment