



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

**Governor's Council Minutes
January 9, 2014
Department of Tourism
201 West Washington Avenue
1st Floor Conference Room
Madison, WI 53703**

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, Allyson Gommer, Senator Dave Hansen, Representative Dean Kaufert, Brian Kelsey, Joe Klimczak, Kathy Kopp, Scott Krause, Ernie Stevens III, George Tzougros, Paul Upchurch. Deputy Secretary Dave Fantle for Secretary Stephanie Klett

EXCUSED: Pete Helland, Senator Terry Moulton, Lola Roeh, Stacey Watson

STAFF PRESENT: Glenn Aumann, Amy Bayer, Kelly Borde, Shane Brossard, Abbie Hill, Danielle Johnson, Sarah Klavas, Joy Martell, Joellyn Merz, Sarah Fischer, Dawn Zaroni

VISITORS: Dave Blank (Real Racine), Sara Brish (Steven's Point CVB), Chet Gerlach (Attractions Association), Monica Krysztopa (Visit Beloit), Christine Rebut (Janesville CVB), Pam Seidel (Fox Cities CVB), Brad Toll (Green Bay CVB), and Kris Ullmer (Wisconsin B&B Association), Eric Esser and Elizabeth Hizmi (Governor's Office)

- I. Call Meeting to Order, Welcome and Introductions** **Paul Upchurch**
Chair Paul Upchurch called the meeting to order.

- II. Approval of October 17, 2013 Minutes** **Paul Upchurch**
Deb Archer made the motion to approve the minutes from October 17, 2013. Cindy Burzinski seconded the motion. Motion carried. Minutes approved.

- III. Open Election** **All**
 - 1. Council Chair**
Brian Kelsey nominated Paul Upchurch to remain the Council Chair. Cindy Bursinski seconded the nomination. The Council held a vote and Paul Upchurch was unanimously re-elected as Council Chair.



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2. Vice-Chair

Paul Upchurch nominated Brian Kelsey to remain the Council Vice-Chair. Deb Archer seconded the nomination. The Council held a vote and Brian Kelsey was unanimously re-elected as Council Vice-Chair.

3. Council Secretary

Paul Upchurch nominated James Bolen to remain the Council Secretary. Brian Kelsey seconded the nomination. The Council held a vote and James Bolen was unanimously re-elected as Council Secretary.

IV. Open Election for Marketing Committee

All

- Dave Fantle described the work of the Marketing Committee and explained the two current ad hoc members on the committee who are not on the Council, which included Al Chaney (Marshfield Clinic) and Vicki Scharfberg (Milwaukee Art Museum). If any Council Members have recommendations for ad hoc members of the Marketing Committee they are welcome to recommend them to Secretary Klett and Deputy Secretary Fantle.
- Joe Klimczak made the motion to retain the three existing incumbent members of the Marketing Committee, which includes Brian Kelsey, Lola Roeh, and Stacey Watson. Scott Krause seconded the motion. The Council held a vote and Brian Kelsey, Lola Roeh, and Stacey Watson were unanimously re-elected to remain on the Marketing Committee.
- There are two open seats on the Marketing Committee. Brian Kelsey nominated Cindy Burzinski to join the Marketing Committee. James Bolen seconded the nomination. Joe Klimczak nominated Kathy Kopp to join the Marketing Committee. Scott Krause seconded the nomination. Paul Upchurch nominated Allyson Gommer to join the Marketing Committee. Deb Archer seconded the nomination. The Council held a vote and Cindy Burzinski and Allyson Gommer were elected to join the Marketing Committee.

V. Secretary's Report

Dave Fantle & Paul Upchurch on behalf of Stephanie Klett

1. U.S. Senator Ron Johnson/U.S.T.A. Roundtable

Paul Upchurch

Paul Upchurch reported on the opportunity for tourism industry leaders to meet with Senator Ron Johnson in Green Bay to discuss national travel issues. Many individuals from the Council and audience were present. Paul thanked Brad Toll for hosting the event. The U.S.T.A. lobbied on behalf of national tourism issues (airports, visa, infrastructure) and arranged for several roundtable discussions around the country with federal legislators. Wisconsin's roundtable was voted "4th Quarter MVP" for hospitality and participation. Attendees at the Council meeting, including Cindy Burzinski, Brian Kelsey, Joe Klimczak, and Brad Toll, provided feedback from the meeting. Senator Johnson has plans to work on the federal level to help make foreign travel to Wisconsin easier. Dave Fantle explained that last



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year he and Secretary Klett went to Washington, D.C., to meet with legislators. In previous years, Council members have also traveled to Washington. This is the first year Wisconsin was invited to participate in a roundtable discussion in-state.

2. Wisconsin Arts Board 40th Anniversary

George Tzougros

- George Tzougros reported that the Wisconsin Arts Board has been documenting its history.
- The Arts Board will be traveling to nine communities during the winter for town meetings.
- There will be an Arts and Culture track at WIGCOT, based on the 4 C's of the board (Creativity, Culture, Community, and Commerce). The Arts Board will use this as an opportunity to encourage the Wisconsin arts community to participate in the conference. Brian Kelsey asked the Council to reach out to members of their arts communities to invite them to the conference. The Partnership Breakfast at this year's conference will feature the partners of the Art Board. Sarah Klavas recommended that Native American arts should also be elevated at the conference.

3. WIGCOT Speaker Update - Eric Whitacre

Dawn Zanoni

Dawn Zanoni discussed this year's keynote speaker, Eric Whitacre. He is a world renowned composer, who gives a dynamic and inspiring presentation about leadership among other things.

4. WIGCOT New Sponsors Update

Dawn Zanoni

Dawn Zanoni discussed the number of sponsors that have partnered with the Department. A list of sponsors can be found on the conference website (<http://www.wigcot.org/2014sponsors.shtml>).

5. Awards and Accolades

Paul Upchurch

Paul Upchurch announced that since 2011 the Department of Tourism has won 33 awards. Dave Fantle thanked the staff, Council, and partners.

6. Re-appointments

Dave Fantle

Council members should be aware of their re-appointment dates. If a Council Member is up for re-appointment, he or she will need to re-apply to the Governor.

VI. Deputy Secretary's Report

Dave Fantle

Dave Fantle discussed the Agency RFP process. He described Laughlin Constable as an extension of our team. However, every five years there is a mandatory RFP request. The RFP will be public in early February. It is open to anyone in the country. Proposals are due in March. Proposals will be reviewed and scored in April-May. There is a 5-person team who will be reviewing the information and interviewing the applicants. The RFPs are based on a point system and not necessarily on the lowest bid. Sarah Klavas has made a few wholesale changes to the RFP this



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year, including adding Travel Green Wisconsin business certification under this RFP. A Business-to-Business category will also be added.

VII. Wisconsin Governor's Conference on Tourism

Dawn Zanoni

- Dawn provided the update on the conference. She showed the app to the Council and thanked Joy Martell for her assistance. The app will have the agenda, hotel maps, attendee listing, twitter feed, Facebook updates, and an opportunity for individuals to create a personalized schedule. In early February the team will start sending out information to people on how to download and use the app. Presence on the app is also a benefit to sponsors.
- Registration for WIGCOT is live. Council members will receive a special link to register.
- Dave Fantle discussed showing the ad, as well as the guests that will be in attendance including the Zucker Brothers, Jim Abrahams, Jordy Nelson, Robert Hays, and Kareem Abdul-Jabbar.
- Representative Jill Billings talked about legislators attending the conference. Dawn Zanoni has been investigating the feasibility of having a bus available to shuttle legislators from Madison to Lake Geneva; however, there are several issues involved. Representative Billings indicated that if local constituents made specific requests to their legislators, they would be more likely to attend. Dave Fantle recommended Monday as the best day for legislators to come. In addition to the Governor's presentation and keynote speakers, there will be a lunch where legislators will be specifically placed at tables with their constituents.
- Dawn Zanoni encouraged everyone to submit nominations for the Governor's tourism awards. The deadline is January 24. Representative Billings suggested posting a list of past award winners on the conference website.

VIII. Grant Update

Abbie Hill

- Abbie Hill reported that the JEM Committee met and awarded 12 grants. At least \$4.6 million in visitor spending is expected. Abbie reported on the success of a previous grant that was given to The Paine Arts Center which provided a review showing \$1.2 million in visitor spending for their Chihuly exhibit.
- Abbie reported the committee will be reviewing 22 TIC grant applications in January.
- Six Ready Set Go grant applications will also be reviewed in January. This program is extremely popular and there may not be many funds for the April round of reviews.
- The committee awarded five Meetings Mean Business grants in December. The committee noted that smaller destinations are requesting grant funds.
- Sarah Klavas described the organizational change that places one staff person in charge of all the grants, which was previously managed by 3 people. On Monday we have a new staff person starting, who is a marketing specialist that will be supporting grants, Travel Green Wisconsin, and international marketing. Dave Fantle applauded Abbie for her work on the grants as well as the committee for their valuable assistance.



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- Deb Archer requested that Abbie provide information on the remaining funds so they could discuss at the upcoming WACVB meeting.
- Abbie is working with the Wisconsin Interactive Network toward a digital system so grant applications are online.

IX. Public Relations Update

Danielle Johnson on behalf of Lisa Marshall

1. 2014 Geiger Press Tours

Danielle Johnson reported that since 2010 the department has had 12 Geiger Tours. We've seen a \$5.6 million Return on Investment. There are 3 scheduled for 2014 in the following communities: Hayward/Cable in June, Bayfield/Apostle Islands in September, and Lake Geneva in October.

2. Big Bundle Up

The Big Bundle Up campaign wrapped up on January 6. This is the third year of the program and the industry is supportive and encouraging. Over 70 organizations participated around the state and over 11,000 items have been donated.

3. Press Conference

Planning and preparing for media and celebrity press conference at WIGCOT is underway.

4. Earned Media

Danielle reported that the 2013 earned media came in at \$1.32 million impressions and \$62 million in ad value. While earned media is similar to last year, the ad value has increased since 2012 which was \$59 million.

X. Technology and Customer Service Update

1. New Snow Conditions Report

Joellyn Merz

- The Snow Conditions Report mirrors the Fall Color Report in functionality and usability. Joellyn provided examples of snow condition reports for other states, as well as Wisconsin's which includes snowmobile, downhill, and cross-country ski reports. The reports can be sorted by region and name and users can select a specific report. There are also options to share and view a print-friendly report. The report can be imbedded in other people's websites using a widget. Joellyn will be emailing information for how to add the widget to websites. The Council would like the widget to be used year-round for other events like summer festivals. Joellyn will investigate options.
- With significant snowfall in December, TravelWisconsin.com had two of our top 5 highest traffic days of the year on December 22 and 23, 2013 (22,000 and 21,811 views, respectively). December 2013 saw a 70% increase in traffic over December 2012.
- Overall site visits increased 37% over the previous year.



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2. Gov Delivery Digital Communications Management Platform

Shane Brossard

- Shane Brossard presented information about the new digital communications management platform called "Gov Delivery." This program is already being used by several state agencies, including the Wisconsin DNR. This program will allow the department to continue sending emails, however, in addition it allows for a more specialized and advanced niche email system. The program reviews new content and notifies subscribers of only the content they've expressed an interest in. This new program will also give subscribers the options of receiving the updates as text, as well as choosing the frequency of receiving updates.
- We will be interconnected with the other state agencies, so there will be cross-promotional opportunities. Since the DNR started using the program they have seen a sizable increase in subscribers. This system will launch in early February.
- In 2013 the department published 103 articles and 109 blogs. With the help of our content writer, we'll be able to provide even more content in 2014.
- The increase in traffic to the website should not affect the cost for the system. The funds for the platform are being transferred from the existing email platform.

3. Publications Update

Joellyn Merz

- The new Spring/Summer guide is now available.
- The department provided a reprint of the Activity Guide. We went through a 2-year supply in 1 year.
- The 2014 Arts and Crafts Fair Directory will be ready by the end of the month.
- The department is working on a new Bike Guide, which will be available in May. The last time the bike guide was printed was 5 years ago.
- Dave Fantle talked about the increase in publication orders over the past year. It went up 30% since last year.

XI. Committee Reports

1. Marketing

Stacey Watson & Kelly Borde

- The Marketing Committee will meet with Laughlin Constable next week to review summer marketing programs. Much of the summer marketing will be unveiled to the attendees at WIGCOT.
- Kelly Borde discussed the marketing overview page on the Industry website. These campaigns include the "Faces of Winter," "Walter the Talking Bear," "Fun Libs," and Out of Home advertising campaigns in Minneapolis, Chicago, and Milwaukee. A culinary ad was included in performing arts programs. Radio ads were placed on Pandora which skews a younger audience. The Jordy Nelson blog has been successful.

2. Joint Effort Marketing

Paul Upchurch & Abbie Hill

Paul Upchurch announced that the next round of JEM grant reviews will be in February when they will look at Events, Destination Marketing, and Sales Promotion applications. There will be a video of all the check recipients at WIGCOT. Abbie Hill will also be available



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during WIGCOT for 1:1 meetings to assist communities and organizations with grant applications.

3. Travel Green

Joe Klimczak & Sarah Klavas

- Christina Torkelson will be starting on Monday and will assist with the Travel Green Wisconsin program. Thanks to Sarah and the group for going through the hiring process.
- Cadmus is the vendor the department has been using. However, their contract is up in June and it will be rolled into the overall marketing vendor RFP. The vendor chosen will need to have credibility as a Green vendor, so it may be a subcontractor to the general contract holder. The digitized database with applications/renewals is completed.
- The UW-Whitewater just finished compiling the surveys sent to TGW members.
- Research shows that Green Travel is not a fad. It is a trend that will stay (especially with the millennial generation).
- Market Segment growth. Not only looking at certified businesses growing but expanding the awareness of outdoor recreation and sustainable travel as part of Travel Green Wisconsin.

4. Sports

James Bolen & Dawn Zanoni

- The Sports Marketing Committee met yesterday. The committee is establishing priorities for the upcoming years.
- James Bolen distributed copies of the print magazine regarding both Sports and Conventions in Wisconsin.
- The National Association of Sports Commission will be meeting in Milwaukee in 2015, so we will be promoting Milwaukee at the 2014 conference.

5. Meetings and Conventions

Deb Archer & Dawn Zanoni

- Deb Archer referenced the Meetings and Conventions half of the guide that James Bolen distributed. This guide will be in circulation until 2015 and will be poly-bagged with 6 other print publications distributed by Collinson Media.
- Wisconsin Tourism will be a sponsor for one more year at the Connect Marketplace event. The next meeting will be in Orlando in August.
- The annual MPI meeting will be held in Minneapolis this year. It is a large meeting that focuses on meeting planners. The Department is looking at ways to do an event in conjunction with the meeting.
- Laughlin Constable is going to work with the Committee about analyzing ad placement to drive people to the website.

6. International

Dave Fantle & Sarah Klavas

- Sarah Klavas thanked the committee and announced the next International Marketing Committee meeting will be January 24 in Green Bay.
- Sarah reported that the department is continuing to work with Great Lakes USA regarding encouraging international travelers to visit Wisconsin. At this time they are



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also providing brochures to the UK market that includes sports opportunities in Wisconsin.

- Sarah would like to capitalize on the Canadian Market and provided updates about Canadian travel habits. We are currently focusing on eastern Canada and partnering with Brand USA for co-op opportunities. Western Canada's participation in the travel industry is growing however, it isn't as geographically convenient.
- The International Pow Wow (IPW) will be held in Chicago this year April 5-9. It is one of the largest travel trade shows in the world. Sarah Klavas will be in the Great Lakes USA booth. Harley-Davidson, Visit Milwaukee, Green Bay, and Tourism will also have booths at the trade show. Sarah provided examples of the booths and showed the co-op opportunities through selling ad space. Laughlin Constable will do all of the selling and execution of the art work for the ad space. Harley-Davidson's booth style will be identical to ours. Milwaukee and Green Bay will be on either side of the booths for Harley-Davidson and Travel Wisconsin. Part of the co-op is a jump drive that will have profiles of different tourism areas. Laughlin Constable will compile the jump drive. This promotional item will be handed out at booths as well as being handed out during the travel post-conference familiarization tour called – Water, Water, Everywhere. This 3-day tour features Lake Geneva, Madison, and Milwaukee. In addition, Harley-Davidson will be hosting a garage party by turning their largest dealership in downtown Chicago into an invite-only event. The booth will be debuted at this show; however, it will be able to be used at other shows, like the State Fair.

XII. Round Robin Update

Paul Upchurch

- Cindy Burzinski thanked the department for providing Tourism Assessments to smaller communities. She attended the Manitowish Waters assessment and while the process takes a few months, the end results are helpful and worth the effort. Over 80 people attended the final presentation that helped Manitowish Waters identify strengths, priorities, and destination highlights. Several communities will have assessments within the next few months. Cindy also indicated that the recent cold weather has improved conditions in her area ensuring solid ice for lake events, ice sculptures, and the iconic Snowmobile Derby and Eagle River Pond Hockey tournament.
- Paul Cunningham described the Wisconsin Restaurant Association issues that dovetail with tourism and small businesses. They are working to increase funding. He announced that Secretary Klett will be at the WRA expo in Milwaukee in March. Paul also mentioned the 75th anniversary of the Shreiner's Restaurant, the success of the revised Thelma Sadoff Center for the Arts, and the sturgeon spearing season which begins on February 8. Deputy Secretary Fantle will be in Fond du Lac on February 6 for the premier of a television program about sturgeon spearing, called "The Frozen Chosen."
- Ernie Stevens III commented on the sturgeon spearing event and provided it as an example of the type of program that Native American Tourism of Wisconsin (NATOW) would like to create as a partnership with in the future. Yesterday was NATOW's bi-



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monthly meeting. Ernie discussed the agenda for the June 11 NATOW meeting, which will include presentations on agri-tourism/native cuisine and how it drives tourism, the expansion of pow-wows for entertainment and leisure, the use of digital media, since mobile devices have surpassed desktop computers, and other educational tracks to be determined. Ernie will be sending out official invitations for speakers. Ernie mentioned the new NATOW website that they will co-brand with TravelWisconsin.com and are planning to change the domain name to NativeWisconsin.com. Ernie offered his expertise in media and marketing to assist with the Council and future projects. He thanked Sarah Klavas and Drew Nussbaum for their expertise and assistance.

- Representative Jill Billings announced that the *Business Insider* voted La Crosse as the "#2 Most Exciting Small City in America." She thanked the Wisconsin Arts Board for visiting La Crosse in 2013. Representative Billings informed the Council that the largest organic and sustainable conference in the country is held in La Crosse; however, they are starting to run out of space and want to be able to keep the meeting in Wisconsin. The Snowflake Ski Jumping International Competition is going to be in Westby. Representative Billings also acknowledged UW-La Crosse for drawing in sporting tournaments to the community.
- Senator Dave Hansen discussed the Badgers playing in Green Bay, as well as acknowledged that the Packers had a great season. The new stadium is receiving a lot of positive response. They are currently working on renovations to the pro shop, hall of fame, and Curly's Pub. Downtown Green Bay recently had a groundbreaking to enlarge the convention center. Titledown Brewing is also doing a large expansion.
- James Bolen announced that the 2015 Paralympic World Championship will be held in Cable. This will only be the 2nd time it is held in the U.S. and should boost tourism for over 6 weeks for a 2-week event. There will be 23 countries represented at the event, which will be broadcast to 170 countries. The American Birkebeiner has sold out all of its races. The recent snow and ice should make for a good course.
- Representative Dean Kaufert discussed several bills and their status in committee. The AB-16 Historic Tax Credit Bill passed in committee. The Room Tax Bill is still in committee. The AB-407 Snowmobile Club Bill is in committee. The proposed bill to repeal the mandated school start date does not appear to have much support.

XIII. Discussion on Out-State Meeting

Paul Upchurch

The Out-State Meeting will be held in Fond du Lac on Thursday, May 15.

XIV. Old Business

Paul Upchurch

- Sarah Klavas discussed the Consumer shows the department is involved with and our co-op opportunities. The shows include the Chicago Adventure Travel Show, Minneapolis Home and Garden Show, Milwaukee Sport Show, and Bike Expo.
- Sarah Klavas will be starting a mentoring program with new employees in the department.
- The Council was updated on the statutes and informed that travel expenditures will be provided upon request of the individual Council members and will not be solicited by staff.



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XV. New Business

No New Business was advanced.

Paul Upchurch

XVI. Adjournment

Brian Kelsey made motion to adjourn the January 9, 2014, Council Meeting. Deb Archer seconded the motion. Motion carried. The meeting adjourned at 1:58 p.m.

Respectfully Submitted:

James Bolen, Council Secretary
January 23, 2014

Approved by Paul Upchurch, Chair
January 23, 2014