

Governor's Council on Tourism  
January 13, 2011  
The Osthoff Resort  
Elkhart Lake, WI  
Minutes

COUNCIL MEMBERS PRESENT: Chair Lola Roeh, Secretary Stephanie Klett, Mr. Joe Klimczak, Ms. Romy Snyder, Ms. Ruth Goetz, Ms. Deb Archer, Ms. Kari Zambon, Ms. Linda John, Mr. Dave Olsen, Mr. Paul Upchurch, Ms. Stacey Watson, Mr. George Tzougros, Ms. Janee' Doxtator, Dr. Ellsworth Brown.

MEMBERS EXCUSED: Senator Holperin, Senator Moulton, Representative Kaufert, Representative Clark, Mr. Omar Shaikh.

OTHERS PRESENT: Julia Hertel, Wendy Heilsburg, Darien Schaefer, Lynn Peters, Dave Blank, Randy Harding, Lori Severson, Trisha Pugal.

STAFF: Dave Fantle, Shelly Allness, Janet DesChenes.

1. Welcome and Introductions: Chair Roeh introduced Secretary Stephanie Klett. Secretary Klett introduced new Deputy Secretary Dave Fantle. In addition, the newest Council member, Janee' Doxtator with Native American Tourism of Wisconsin (NATOW) was introduced.
2. Pursuant to State Statute, Council Members voted on the Marketing Committee membership. Ruth Goetz moved to pass, seconded by Kathy Kopp. Membership passed.
3. Marketing
  - a. Council Marketing Committee Report: Chair Snyder provided information on what the committee consists of and their goals. The group will be meeting later today.
  - b. Research: ROI with Longwoods; assessing how best to use the information; included the entire U.S. marketing not only Wisconsin. Davidson-Peterson Associates, Inc. will continue their work for this year, which will be released this spring. 2009 data will also be available to provide a comparison.
  - c. Niche Markets: (Also looking into a partnership for native travel)
    - 1) Sports: Plan will be finalized soon and active advertising will also occur soon. This market has proven to be recession-proof, which is why it is a focus.
    - 2) Meetings & Conventions: Producing overall strategy on marketing this niche market; collectively bringing all partners together to build strength. Looking at grant program that could be similar to the JEM grant; also looking at doing a special event outside of Madison or piggy back on an existing event to take the message to the market.
  - d. Winter Campaign: All information is on the industry site, included radio and TV. Will continue to keep the Packer page up until their season is complete. We also had an ad in the Rose Bowl program.
  - e. Web Vendor Transition: New contract won by Ascedia for the Departments website work. They will be the primary vendor of the Department. Meetings have been held to ensure a smooth transition.
  - f. Travel Green Wisconsin Program: Is fully incorporated into our travelwisconsin.com consumer and industry sites. This will further the benefits to this program. Ensure we

include TGW into the Marketing Committee work to strengthen the program. NATOW Going Green conference in May will incorporate Travel Green Wisconsin program. The new vendor for the TGW program is The Cadmus Group.

- g. WIGOT: Content needs to get on the website now to ensure participation. Governor will be there. NATOW wants to be part of the conference as a breakout session.

- 4. Council Strategic Planning Report: Draft two year report was shared with the council; goal is for each goal to have a workgroup; include these on future agendas to assure work is continued and updated. The purpose of the Council is to help support the Department and their mission. An overall goal is to grow the tourism industry (job growth and economic development).

The Four Goals are:

- 1) Marketing/Branding
- 2) Harness the Power of the Industry
- 3) Increase Funding for Department of Tourism Marketing
- 4) Communication

- 5. Sustainable Funding Update: Work continues on this initiative.
- 6. Other Business and Closing Remarks: Conference updates briefly discussed. Role of Council at the Conference.
- 7. Next Council Meeting: Governor's Conference on Tourism, March 6, 2011, Wisconsin Dells.
- 8. OTHER BUSINESS AND CLOSING REMARKS

Meeting adjourned at 1:05 pm.

#### REQUIRED ACTION

- All Council members to commit to bringing legislators to the conference.
- Save the Date e-cards to be developed by the Department.
- Fun facts on each member to be sent to the Secretary for conference.