



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

RELEASE: Immediate  
CONTACT: Lisa Marshall  
Wisconsin Department of Tourism  
608/267-3773

## **ADVISORY TO THE MEDIA:**

The Governor's Council on Tourism will meet from 10:00 a.m.–2:00 p.m., Thursday, January 15 at the Department of Tourism, 201 West Washington Avenue, 1<sup>st</sup> Floor Conference Room, Madison, WI 53703. The public and press are welcome to attend.

**Governor's Council Agenda  
January 15, 2014  
Department of Tourism  
201 West Washington Avenue  
1<sup>st</sup> Floor Conference Room  
Madison, WI 53703**

Council Roll Call

Council Secretary James Bolen

- |      |  |                             |
|------|--|-----------------------------|
| I.   | Call Meeting to Order, Welcome and Introductions | Council Chair Paul Upchurch |
| II.  | Approval of October 7, 2014, Minutes             | Council Chair Paul Upchurch |
| III. | Open Election                                    | All                         |
|      | • Council Chair                                  |                             |
|      | • Vice-Chair                                     |                             |
|      | • Council Secretary                              |                             |
| IV.  | Secretary's Report                               | Stephanie Klett             |
|      | • Introduction of new Marketing Director         |                             |
|      | • Secretary Appearances Highlights               |                             |
|      | • China & U.S. Tourism Summit                    |                             |
|      | • 2015-2018 Strategic Plan                       |                             |
|      | • Travel Wisconsin Newsletter                    |                             |
|      | • Buttercup                                      |                             |
| V.   | Public Relations                                 | Lisa Marshall               |
|      | • 2014 Earned Media                              |                             |
|      | • Number of Travel Writers Coming to Wisconsin   |                             |
|      | • Snowball Delivery                              |                             |
|      | • Social Media                                   |                             |



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

- |       |  |  |
|-------|--|--|
| VI.   | Technology and Customer Service <ul style="list-style-type: none"><li>• Website Design and Development Contract</li><li>• Site Metrics</li><li>• Redesigned Cities &amp; Regions Section of Website</li><li>• New Features<ul style="list-style-type: none"><li>○ International Section</li><li>○ Content for people with mobility restrictions</li></ul></li><li>• Stylized Collections</li></ul> | Joellyn Merz   |
| VII.  | Marketing <ul style="list-style-type: none"><li>• Winter Campaign Elements</li><li>• Bo Ryan Commercial/Leverage PR/Big 10 Piece</li><li>• Strengthening Digital Campaign</li><li>• Multicultural Strategy</li></ul>   | Shane Brossard   |
| VIII. | Meetings <ul style="list-style-type: none"><li>• 2015 WIGCOT Update</li></ul>  | Dawn Zaroni  |
| IX.   | Deputy Secretary Report <ul style="list-style-type: none"><li>• Realigned Operations</li><li>• Legislative Liaison &amp; Outreach</li><li>• Internal Staff/Operational Strategy</li></ul>  | Sarah Klavas   |
| X.    | Committee Reports <ul style="list-style-type: none"><li>• Sports</li><li>• Meetings and Convention</li><li>• Grants</li><li>• Marketing</li><li>• Travel Green</li></ul>   | James Bolen & Dawn Zaroni<br>Deb Archer & Dawn Zaroni<br>Paul Upchurch & Abbie Hill<br>Stacey Watson & Stephanie Klett/Shane Brossardzx<br>Joe Klimczak & Sarah Klavas |
| XI.   | Round Robin Updates  | Council Members*   |
| XII.  | Old Business   | Council Chair Paul Upchurch  |
| XIII. | New Business   | Council Chair Paul Upchurch  |
| XIV.  | Adjournment  | Council Chair Paul Upchurch  |

\*If any Council Members would like to say a few words about an important event that occurred in your area since the last Council Meeting, please contact Amy Bayer at [abayer@travelwisconsin.com](mailto:abayer@travelwisconsin.com) and it will be added to the agenda.