



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Lola Roeh, Chair

GOVERNOR'S COUNCIL ON TOURISM MEETING AGENDA

Thursday September 15, 2011

Milwaukee, WI 53202

COUNCIL MEMBERS PRESENT: Chair Roeh, Ms. Easton (for Mr. Brown), Mr. Cunningham, Mr. Gantz, Ms. Goetz, Senator Holperin; Ms. John, Representative Kaufert, Mr. Kelsey, Mr. Klimczak, Ms. Kopp, Senator Moulton, Mr. Shaikh, Mr. Tzougros, Mr. Upchurch, Ms. Watson.

MEMBERS EXCUSED: Ms. Archer, Representative Clark, Mr. Olsen

OTHERS PRESENT: Lynn Peters, Darien Schaefer, Kris Ullmer, Vicki Scharfberg, Kate Easton.

STAFF: Deputy Secretary Fantle, Julie Feldman, Sarah Klavas, Jeri Krohn, Lisa Marshall, Joellyn Merz, David Spiegelberg, Dawn Zaroni.

1. Greetings from the Secretary

Secretary Klett

a. The meeting was called to order at 10:15 a.m. by Secretary Klett. Klett introduced new staff member Julie Feldman, Communications Director, to the Council. Jack Culley was also introduced at this time.

2. Welcome and Introductions:

Chair Roeh

Chair Roeh introduced two new Council Members, Tim Ganz, owner of Noah's Ark in Wisconsin Dells and Paul Cunningham, owner of Schreiner's Restaurant in Fond du Lac.

3. Council Structure, Role, and Strategic Plan

Chair Roeh

a. Council Structure and Role

i. Role of Council: Our role is to advise and support

ii. One position is being held open on the council for the new NATOW director, once appointed.

b. Chair Roeh gave a brief synopsis of the Council's Strategic Plan Overview and structure.

i. The Council is comprised of the following committees: Marketing, Harnessing the Power of the Industry, Funding, Communications, Sports Travel, Marketing and Communications and Travel Green (which has no members at this time).



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ii. Changes/Additions to Committees: Advocacy, Travel Green

- c. Council Meetings Frequency – it was determined to hold 4 Council meetings per year plus the Governor's Conference Council Meeting; 2 times in Madison and 2 times in other state venues. In addition, the Secretary will hold frequent phone meetings with the Council Chair.

4. Marketing Report

Chair Roeh/ Deputy Fantle

Marketing Committee met with Laughlin-Constable and Tourism staff to review research and broad concepts for marketing. Direction was provided to LC and Tourism during this 3 hour meeting.

Laughlin-Constable PowerPoint Presentation was provided at meeting. The new 2012 Commercial Spot is scheduled to premier at the 2012 Governor's Conference on Tourism

Update:

- a) Summer campaign and results: Focus was on "Fun." Research showed that Wisconsin rated 8.9 on a scale of 10 as being perceived as a fun destination compared to surrounding states. TV ads developed for the summer campaign used Wisconsin musicians for the soundtracks. All other media used had a great response to the campaign. We also launched a photo contest that drew in 700 photos/2300 views. Winning shots were used on digital billboards.
- b) Fall campaign preview – Tourism logo has been given a fall look. Online and in print, Wisconsin has become a leaf that will change color as we transition through fall season. We will be incorporating QR codes in future campaigns (used on posters at Welcome Centers) and will incorporate guest bloggers on the website.

5. Meetings and Conventions Zanoni

Deb Archer/ Dawn

- a) Meetings Means Business Grant has been launched. Guidelines for this grant are based on the RSG guidelines. These will provide assistance for host destination expenses as they bid for regional and national meetings or conventions. The fund has \$110,000 per year available with a maximum of \$20,000 per applicant.
- b) We are using online digital ads to promote meetings and conventions in Wisconsin. We are currently updating the Meetings & Conventions website.



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6. Sports Travel Zanoni

Linda John/Dawn

Five *Ready Set Go* (RSG) grants have been accepted in the September round. So far, 13 grants have been funded representing an ROI of \$10Million in visitor spending for FY11.

7. Communications

Ruth Goetz/Sarah Klavas

Communications committee met in May. Emphasis is being placed on keeping lines of communication open between the Department, the industry and Council. The Secretary, Deputy Secretary and staff have been instrumental in educating the industry on what we have to offer, while looking for new opportunities. There was some discussion on Council members participating on RTS quarterly calls.

8. Advocacy

Lola Roeh

Two of the Council's Committees, Harnessing the Power of the Industry and Sustainable Funding were combined to form the Advocacy Committee. This committee will identify issues which are important to the industry and work closely with the Tourism Federation of Wisconsin to advocate for these issues.

Dave Fantle is working on developing an editorial board schedule. The plan will include an emphasis on tourism jobs and businesses, highlighting how an investment in tourism results in jobs and dollars that come back into the community which help support our schools and other services.

9. Conference Input Session

Dawn Zanoni

- a) Sponsorships are being sought by Fantle. Suggestions are welcome.
- b) The goal is to have over 1000 people attending the Conference. All RTS have been challenged with signing up 50 new attendees for 2012. All Council members are being challenged to sign up 5 new attendees for 2012.
- c) Speakers and direction
- d) A new award is being introduced for 2012 – The Governor's Tourism Award for Arts, Culture & Heritage. This award will be presented to a business or destination that showcases the arts, culture or heritage for the enhancement of the tourism experience and economic well-being of a community.



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9. Public Relations

Lisa Marshall

- a) Editorial Boards – Editorial board meetings have been scheduled for Klett and Fantle end of September to discuss “jobs and economy” as part of the strategic business goals to grow tourism in the state. Roeh and other representatives will also be attending.
- b) Finished FY11 with 1,600 clips totaling \$32 million in earned media. New Glarus was showcased in the NYT as the “Little Switzerland” on September 9, 2011, (<http://travel.nytimes.com/2011/09/11/travel/a-bit-of-switzerland-in-wisconsin.html>) and Tony Shaloub was featured in the BizJournal while working on a commercial for Tourism in Spring Green (<http://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=12&refresh=7As1t0T416zW&EID=ded29782-f9c9-4d46-afec-fb32a7f206c2&skip=&p=12>) The Wall Street Journal also included a “Craft Beer & Pub Food” road trip that followed a route from Chicago to Green County, Madison and Milwaukee.
- c) Fall Publicity/Color Report – Fall Color Report is the top viewed page on our site now and ranks 3rd for the year. Nearly a dozen TV interviews have been booked.
- d) The Today Show visited Green Bay and covered the sights and sounds around the Bay prior to broadcast of the Packers game.

10. Welcome Center/Publications

Joellyn Merz

- a) Travelwisconsin.com branded Welcome Centers are open in Beloit, Kenosha and La Crosse through a public-private partnership with the local destination and the Department of Transportation. Prairie Du Chien, Marinette, Platteville and Superior also operate as a TW.com branded partner at a different level. Hurley will continue as a local tourist information center and we will have continued discussion on how to create a presence in Hudson. A Committee of Council members indicating an interest in helping advise on the Hudson presence was formed. Goetz, John and Klimczak will serve on a committee to develop plans.
- b) Signage and creative displays – All 7 centers will be co-branded as Travel Wisconsin Welcome Centers with signage.
- c) Fall/Winter Guide – Fall winter event guides are back to full magazine style and were out in early August. We are currently working on the Spring/Summer issue.



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- d) Approval of Publications – literature approval guidelines have been developed with assistance from TWWCs, based on guidelines the GVICs and Department have used in the past. Customer Service staff is currently reviewing all publications sent in and notifying the respective centers once approved.
- e) Call Center is back up to a normal call volume, with August showing a slight increase over the same time in 2010. Customer Service Center staff is also assisting Laughlin Constable with social media by monitoring Facebook questions and providing more in-depth answers to LC for posting.
- f) Finally, Merz indicated that to date, we awarded \$83,000 in the third round of TIC grants.

11. Tourism Assessments and Industry Update

Sarah Klavas

- a) Marketing Research and economic impact information - Longwoods will be communicating their findings to the Department on October 12. This information will be shared at the Fall WACVB meeting. Fantle and Klavas are working with UW Extension to develop strategies to communicate this information.
- b) Assessment Program Update – An assessment program has been developed for use in the field and will be administered by the regional staff. Each assessment may require a different project plan as each tribe has different needs.
- c) Regional Advocacy Trips. Bureau Director Klavas has done week-long outreach throughout each of the four regions this summer. Some key insights include the impact of the weddings market and how the eco-tourism strategy needs to be more than just certification.
- d) "Power of Tourism" presentation package and tools. A customizable PowerPoint presentation, complete with a script and seasonal appropriate photos is being presented to the industry now through the tourism conference. Regional Specialists are especially busy right now presenting it to county boards in advance of budget deliberations and to regional tourism organizations who are utilizing it for annual meetings and dinners. The Council has asked for a presentation.

12. Wisconsin Arts Board

George Tzougros

- a) Merging with the Department of Tourism – The merger has taken place. Tzougros extended thanks to Tourism staff for having made this such a smooth physical move from one building to another.



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- b) Arts Board's Executive Committee Meeting had an opportunity to meet and discuss issues they care about with both the Secretary and Deputy Secretary. Signage is being ordered so that Arts Board has presence in this office. Our number one priority is to let everyone know "We Exist – we are alive and well and this is how you find us."
- c) Grants are currently posing challenges to the operations end of the process. The computer systems were not compatible so there have been delays in getting money out the door to awardees. We will be emailing results in the next week and hope to have checks for Creation & Presentation out by the end of September. Creative Communities grants are going to take longer.

13. Secretary's Report

Secretary Klett

- a) The Secretary reported that one-on-one meetings have been planned with all 11 Sovereign Nations/Tribal Consultation by the end of this year. So far, she's met with Bad River Band of Lake Superior, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior, Lad cu Flambeau Band of Lake Superior, Oneida Nation of Wisconsin and Red Cliff Band of Lake Superior Chippewa. Meetings with Forest County Potawatomi Community, Menominee Nation, Stockbridge-Munsee Band of Mohican Indians, St. Croix Chippewa Community and Sokaogon Chippewa Community (Mole Lake Band of Kale Superior Chippewa Indians) are being planned.
- b) Tourism had its annual tribal consultation and met with GLITC (Great Lakes Inter Tribal Council) September 8 in Milwaukee. Tourism is considered both a partner and a friend by the tribes.
- c) August 13, 2013 the National Governors Association Conference will be held in Milwaukee, WI, and Wisconsin will become a showcase to 50 governors throughout the U.S.
- d) The last round of JEM Grants will distribute \$200,000 to our communities. Every effort will be made to deliver a symbolic check and make an event around the JEM awards. State representatives, senators and local leaders will be invited to presentations.
- e) Appearances/Speeches: The list of Department appearance is very lengthy and attending them is extremely worthwhile. All appearances will be listed in the industry newsletter and made available to the Council.
- f.) The Strategic Plan update is finished. The update focuses on initiatives that create economic impact/create jobs in Wisconsin. The plan will be presented to the Cabinet at a



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retreat in early October.

14. Other Business and Closing Remarks

Chair Roeh

Ruth Goetz wanted to acknowledge her appreciation for the JEM Grant portfolio the Council received. Kudos to Abbie Hill, Joellyn Merz, Dawn Zanoni, and graphic designer John Cronin.

There will be a Northern Wisconsin Economic Summit December 13/14. We will let you know the location once the Governor's office makes that determination.

15. Meeting adjourned at 2:00 p.m.

Next meeting will take place: November 14, Wisconsin Department of Financial Institutions, 345 W Washington Ave, Madison, WI 53703 – 5th Floor Conference Room. 10:00 – 2:00 p.m.