



# State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

## Governor's Council Minutes

January 17, 2018

VIA Teleconference

Madison, WI

- I. Council Roll Call: Council Secretary, James Bolen took the Roll Call. Those present and excused were:**  
PRESENT: Deb Archer, Senator Janet Bewley, James Bolen, Paul Cunningham, Apache Danforth, Joe Klimczak, Kathy Kopp, Lola Roeh, Senator Terry Moulton, Representative Travis Tranel, George Tzougros, Paul Upchurch

EXCUSED: Representative Jill Billings, Dr. Ellsworth Brown, Cindy Burzinski, Pete Helland, Brian Kelsey, Stephanie Klett, Senator Terry Moulton

STAFF PRESENT: Sarah Klavas, Charlene Malueg, Shelly Harkins

**II. Call Meeting to Order and Welcome**

**Council Chair Paul Upchurch**

Council Chair Paul Upchurch called the meeting to order at 1:01 p.m.  
Council Secretary James Bolen called the roll.

**III. Approval of October 4, 2017 Minutes**

**Council Chair Paul Upchurch**

Deb Archer made the motion to approve the October 4, 2017 minutes. Joe Klimczak seconded the motion. Motion carried. Minutes approved.

**IV. Secretary's Report**

**Deputy Sarah Klavas**

Klavas outlined the numerous appearances Secretary Klett has participated in including the most recent to the Fox Cities Ribbon Cutting event and tour of Green Bay's Tiletown that prompted a host of media/press. Klavas shared that the TravelWisconsin.com website referrals to partner sites is up 12% over December 2017 to over 80,000.

Kathy Kopp made a motion to rearrange the Governor's Council on Tourism agenda so election of officers could be completed prior to Annual Report Review to allow for more time to process votes. Lola Roeh seconded the motion. Motion carried.

**V. Election of Officers**

**1. Council Chair**

James Bolen nominated Paul Upchurch as Council Chair. Lola Roeh seconded. The Council held a vote and Paul Upchurch was re-elected by the majority as Council Chair.



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## 2. Vice-Chair

Joe Klimczak nominated Brian Kelsey as Council Vice-Chair. Lola Roeh seconded. The Council held a vote and Brian Kelsey was unanimously re-elected as Council Vice-Chair.

## 3. Council Secretary

Kathy Kopp nominated James Bolen as Council Secretary. Joe Klimczak seconded. The Council held a vote and James Bolen was unanimously re-elected as Council Secretary.

## 4. Department of Tourism Marketing Committee

Deb Archer nominated Joe Klimczak for a seat on the Department of Tourism Marketing Committee. Lola Roeh seconded. The Council held a vote and Joe Klimczak was unanimously elected to hold a seat on the Marketing Committee.

## VI. Annual Report Review

**Deputy Sarah Klavas**

Deputy Sarah Klavas presented the 2017 Annual Report to the Council. The Deputy thanked Council members for hosting Walk with Walker events, reported on the \$143 million in earned media value, over one million video views, Tourism's fall takeover of Chicago's Union Station, the department's first Facebook Live event at Summerfest, Governor's declaration of Supper Club Day, highlights of the Frank Lloyd Wright Trail, and announced that the department has received 104 regional, national, and international marketing awards since 2011. Klavas discussed the highlights of each campaign and presented many other department accomplishments including the grants distributed and the number of customer service trainings completed by the industry relations team.

## VII. Wisconsin Governor's Conference on Tourism (WIGCOT) Update and Assignments

**Deputy Sarah Klavas**

WIGCOT will be held March 11-13, 2018 at the Radisson Paper Valley Hotel & Fox Cities Exhibition Center in Appleton.

Klavas gave a brief overview of the event agenda and announced that there will not be a Council meeting scheduled during WIGCOT. Instead, the Council was asked to take an active role assisting with the First-timer's reception being held Sunday night, interaction with legislators and the Council Breakfast Tuesday morning. Council members were also asked to register for the conference using the link emailed to them. Chair Paul Upchurch will serve as emcee for the opening segment of the conference.

## VIII. Old Business

**Chair, Paul Upchurch**

There was no old business.

## IX. New Business

**Deputy Sarah Klavas**



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## **Election Results**

Deputy Klavas announced that council votes had been tallied. Paul Upchurch was re-elected by the majority as Council Chair, Brian Kelsey was re-elected by unanimous vote as Vice Chair, James Bolen was re-elected by unanimous vote as Secretary, and Joe Klimczak was unanimously voted to hold a seat on the Department of Tourism Marketing Committee.

## **Talent Acquisition Task Force**

Deputy Klavas announced that tourism is working with the Department of Workforce Development, Wisconsin Economic Development Corporation, and the Department of Veterans Affairs on a Talent Acquisition Task Force to bring individuals to Wisconsin to visit, work and live here.

## **X. Adjournment**

**Council Chair Paul Upchurch**

Kathy Kopp motioned to adjourn and Joe Klimczak seconded. Chair Paul Upchurch adjourned the meeting at 2:04 p.m.

Respectfully Submitted:

James Bolen, Council Secretary

Approved by Paul Upchurch, Chair