



GOVERNOR'S COUNCIL ON TOURISM APPLICATION PROCESS

Go to: www.evers.wi.gov
Click on Apply to serve
Select 'Click here to apply for the Board/Commission positions'
Complete the form as instructed.

For any questions on the application process, contact Cassi Fenili at (608) 266-1212. Letters of recommendation are HIGHLY recommended. This can include (but not limited to) letters from State or U.S. Senators, Representatives, City Managers, Mayors, Tourism leaders, Tourism organizations, etc. These letters should be sent to the Governor, the Secretary of Tourism and Cassi Fenili at the Governor's Office. Terms are for 3 years. If you are on the Council and wish to serve another 3 year term, you are required to re-submit an application to the Governor and the Appointments Director Cassi Fenili. Also inform the Secretary of Tourism of your intent to reapply by email, letter or phone.

Email: smeaney@travelwisconsin.com
Mailing Address: Wisconsin Department of Tourism, 201 West Washington Street,
Madison, WI 53708
Phone: (608) 266-2345

Council on Tourism Statute

Unless otherwise provided by law, the governor shall appoint the members of councils for terms prescribed by law. Fixed terms shall expire on July 1 and shall, if the term is for an even number of years, expire in an odd numbered year. (15.09)

Membership: 14 members appointed for 3-year terms, consisting of: the secretary of Tourism or his/her designee, 1 member of the majority party in each house and 1 member of the minority party in each house, the executive secretary of the arts board, and the director of the historical society. Additionally the 14 members shall appointed by the Governor shall be sought from (but are not limited to) multi-county regional associations engaged in promoting tourism; statewide associations of businesses related to tourism; area visitor and convention bureaus; arts organizations; the Great Lakes Inter-Tribal Council, Inc., and other agencies with knowledge of American Indian tourism; and persons engaged in businesses catering to tourists. Nominees must have experience in marketing and promotion strategy and must represent the different geographical areas

of the state and the diversity of the tourism industry. 5 of these members are elected by the council to assist DOT in formulating a statewide marketing plan [15.447 (1)].

Appointed by Governor: 14

Number of Members: 21

Term: 3 Year

Confirmation of the Senate: No

Aligned to: Department of Tourism (15.447)

Board Contact: Chelsey Bence – (608) 266-2345 or cbence@travelwisconsin.com