



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Lola Roeh, Chair

Governor's Council on Tourism Meeting Minutes

October 18, 2012

Wild Eagle Lodge Conference Room

11:00 a.m. to 3:00 p.m.

Welcome and Introductions

Council Secretary Brian Kelsey took the roll call. Council members absent were:

Aimee Awonohopay, Honorable Fred Clark, S. Peter Helland, Jr., Honorable Dean Kaufert, and Kathy Kopp

Council Chair Lola Roeh acknowledged all the guests in attendance and called the meeting to order.

Secretary's Report

Secretary Klett recognized Senator Jim Holperin for his years of service to the tourism industry. Holperin is not running for re-election and therefore, this is his final meeting. George Tzougros was recognized for his 10 years of chairing the JEM committee. Tzougros is now replaced by Paul Upchurch. Klett also announced that Ruth Goetz was recognized the previous day as she is also finished serving her council term.

Connect Marketplace in New Orleans:

Governor Walker, Secretary Klett and Dawn Zanoni were present. Secretary introduced the Governor and spoke to the delegation at a sponsored lunch inviting them to Milwaukee next year. Klett and Zanoni had nearly 30 appointments with both meeting and sports planners. Per Paul Upchurch, Connect Marketplace blocks 400 rooms for the conference each year. Connect has already increased their room block to 500.

Boston/ESTO/U.S. Travel Association

Secretary Klett, Joellyn Merz and Lisa Marshall attended Education Seminar for Travel Offices (ESTO) produced by U.S. Travel Association. Klett met with the travel directors from other states and reported that all of the states that previously closed Welcome Centers, all but one have reopened. Many have new models, but they have come to realize that visitors need information through a variety of channels. The highlight of ESTO was winning the Mercury Award for "Mitten Gate." This was a joint award with Michigan which elevated Wisconsin in the eyes of conference delegates since the award is voted on by peers. The Department staff also saw many good speakers; one has already been booked for WIGCOT. Others are still in negotiations.



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PR News Platinum Awards in New York City

Awards and accolades continue. The Department was recently recognized for excellence in New York City when PR News awarded Wisconsin Tourism for Mitten Gate and our use of Social Media:

Great Lakes Mitten Campaign - Word of Mouth/Viral category
Travel Wisconsin's Summer Fun Report - Facebook Campaign

These awards are not only for hospitality, but all consumer brands such as McDonalds, Southwest Airlines and others.

International Committee

A new International Tourism Committee has been formed to provide advice and input into a strategic international marketing plan.

International visitors currently make up about \$600 million of the annual direct expenditures of \$10 billion. With numerous international assets such as Harley-Davidson, Native American culture, Green Bay Packers, Frank Lloyd Wright, EAA AirVenture, world-class golf and more, Wisconsin has plenty to offer.

Committee Members - Peggy Bitzer - Circle Wisconsin, Wendy Coomer - Dept. of Administration, Michelle Danforth - Oneida Nation, Wendy Dobraszinski - Visit Milwaukee, Geri Dresen - Iron River Chamber of Commerce, Clarissa Erickson - La Crosse Area Convention & Visitors Bureau, Jason Kauffeld - Green Lake County UW-Extension, Cory Mace - The North Central Group, Lisa Remby - Harley-Davidson Museum, Brad Toll - Greater Green Bay Convention and Visitors Bureau, Stephanie Klett-Dept. of Tourism Shelly Allness - Dept. of Tourism, Dave Fantle - Dept. of Tourism, Sarah Klavas - Dept. of Tourism

Work groups were formed. They are Partnerships, Education & Development, Emerging Markets, Receptive & Tour Operators, and Marketing.

Brand USA reports that the countries bringing the most travel dollars to the U.S. are:

- Canada, Japan, United Kingdom, Mexico, Brazil, China and Germany

GLITC Update

The Secretary presented to the Great Lakes Inter-Tribal Council meeting in September. Also in attendance were Deputy Fantle, Sarah Klavas and Shelly Allness. Secretary Klett unveiled the new Hidden Gems video project on which the Department and Native American Tourism of Wisconsin (NATOW) partnered. It is showing now on national and international web sites. The Department will monitor the return on investment, but it has already received print media pick-



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up. Also at the meeting, Secretary Klett was able to discuss the earned media and paid media that supports tribal promotional efforts.

NATOW/Peter Greenberg Hidden GEMS

See above. The project consists of five 2-minute segments that are posted on a variety of national and international web sites including Peter Greenberg.com, travelwisconsin.com, Huffington Post, AARP and other sites.. The segments are also combined to make a 10 minute video. It was a highly collaborative effort between NATOW and the Department.

Public Relations

Media Coverage Highlights: \$15 million in earned media since September 2nd includes some of the following:

- Fall Color Report generated \$7.6 million earned media
- Jordy Nelson Fall Shoot featured in *Business Journal*, *Green Bay Press Gazette*, Green Bay TV
- Peter Greenberg "Hidden Gems" release picked up online throughout the country
- Fall TV interviews throughout the state and Illinois
- Frog Bay Tribal National Park full-color features in *Chicago Tribune*, *Journal-Sentinel*
- International clips

- EARNED MEDIA VALUE – Year to date - (Jan 1-October 13, 2012)
 - a. \$54.8 million
 - b. 1.2 billion impressions
 - c. Over 2,000 mentions print, broadcast and online articles

- OTHER PR ACTIVITIES
 - a. Met with 10 top-tier biking journalists at Interbike Trade Show in Las Vegas Sept. 19-21; Saris Cycling provided space in their booth
 - b. 22 journalists attended Geiger Green Bay/ Manitowoc press trip Aug. 6-10
 - c. 21 journalists attended Geiger Milwaukee press trip July 17-20
 - d. Pulling together Mitten Charity drive to launch next month

Fall/Winter Marketing Update

Deputy Fantle and Stacey Watson reported on the extensive work the Marketing Committee has done to keep the brand of fun relevant and creative on brand. This productive session resulted in 6 words that define the brand. Watson further defined each word with a phrase or series of words that modified.



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Fantle and Watson recognized other council members on the committee including Linda John, Lola Roeh, Amiee Awanopay, and Brian Kelsey. There are other at-large committees from outside the hospitality industry who are exceptional marketers as well.

FALL 2012

- Using the girls getaway for the second year TV
- "Have You Seen" theme was used for print and out of home. Google plus telephone was a new feature tailored by area code where Secretary Klett recorded messages for the Twin Cities and Chicago markets

WINTER 2012-2013

- The Marketing Committee meet 10.19.12 to review the Department's winter concepts – print and out of home. Television will be the Indoor/Outdoor spot from last year featuring the symphony.

SUMMER 2013

- In the editing process now for the TV commercial that was filmed this past summer in Northern Wisconsin. Filming this spot, directed by David Zucker and featuring Robert Hays, generated \$6 million in earned media.

FALL 2013

- Just finished shooting with the "other" Zucker brother who directed Green Bay Packer Jordy Nelson in an ad that will parody a classic Hollywood film and show that "there's no place like Wisconsin."

Council Committee Reports

Meetings and Conventions Committee

In partnership with the WACVB, the Department of Tourism is building a new meetings and convention website. The new domain will be MeetInWisconsin.com as the current ThinkWisconsin.com does not communicate the purpose as effectively. The focus of the sub-committee is building the site and getting all of the components designed. The goal is to have something to launch at WIGCOT. Once redesign is completed a marketing campaign will be designed to push people to the new site. The partnership will continue to look at appropriate shows to attend and sponsor. It was requested that a branding process similar to the one done for leisure marketing (see above) be implemented.



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Meetings Means Business grant program was addressed as a very important piece to the industry and that it is very unique as other states don't have a grant like this.

Sports Travel Committee

Committee is focusing on the new website redesign and following a similar path as the meetings and conventions site. The back end will be very similar and the committee has already given extensive input into the functionality. Plan is for the website to be unveiled at WIGCOT with onsite training available.

Researching the sports planner to discover their perceptions of Wisconsin is underway. The results will be very helpful in designing a marketing plan to drive people to the new website. The committee has recommended that Wisconsin has a presence at some trade shows and they are looking at a few options. The Ready, Set, Go! Grant was mentioned as a major catalyst to continued growth of this market segment.

Travel Green Committee

Joe Klimczak reported continued growth within the program with 345 businesses certified. Wisconsin is still the only state to have a certification program for the entire tourism industry; some states have programs but they are only for lodging.

New application/renewal just launched and is available on-line. Shelly Allness is doing customized presentations to recruit new certifications and is available for the industry. Travel Green Wisconsin was recently featured in Wisconsin Natural Resources Magazine.

The Department is working on an informational brochure which is currently in draft format. It is expected to go to print in mid-November.

Klimczak thanked many council members for their assistance in getting certifications done.

Grants

The FY 2012 grant program portfolio is now printed and available on-line. It was handed out to Council members. Senator Holperin made a recommendation that upon receipt of the final evaluation of the JEM grant, a letter be sent to the local legislator with a recap of the accomplishments and impacts of the grant. He suggested the letter be sent to the home address of the local legislator. New JEM chair, Paul Upchurch gave a brief recap of the September JEM round.

WIGCOT Discussion and Update



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- Theme is the Power of Fun
- Opening Reception will be at the Madison Children's Museum
- Conference Contest to drive registrations
 - Sign-up to attend [WIGCOT](#) and you will be entered to win a PRIVATE breakfast with David Zucker and Stephanie at the conference. The drawing takes place Sunday night at the opening reception and the breakfast is Monday morning at a location to be announced
- Registration will open early December
- Showcase will be part of the conference again with all of the new campaigns presented

Technology and Customer Service

Website and redesign

Joellyn Merz reported that on September 27, 2012 TravelWisconsin.com set a record for daily visits. Exactly 19,156 visited the website (does not include mobile visits) breaking the previous record of 18,505 visits on Oct 6, 2011. Overall, September visits are up nearly 22% compared to last year. In addition, 3rd Quarter analytics show traffic continues to trend upwards.

The all new TW.com to debut in early 2013:

- Destinations/Communities will have their own page – searchable by region/county/town
- IMAGES ARE IMPORTANT –Department will soon be sending an email to the industry emphasizing this and providing specs and photo requirements

Merz mentioned that the following are some of the most visited categories:

- across all seasons: Fair/Festival & Cottages/Cabins
- Fall: ATVing
- Winter: sledding/tubing

Publications

A freshened and revised Wisconsin Activity Guide is now available. The guide has been updated with new categories added including waterparks, outdoor art, hunting, fishing, spectator sports, zip-lining, ATVing, National Treasures, & an expanded snowmobiling section. Circulation is 75,000.

Welcome Centers

Menomonie Travel Wisconsin Welcome Center is now open. It began operation for the busy Labor Day weekend. The centers are on both sides of I-94 serve the critical corridor between Wisconsin and the Twin Cities. The new center joined seven other Travel Wisconsin Welcome Centers offering friendly staff to greet visitors, travel planning assistance and a wide-variety of travel guides from around the state. This Welcome Center is the result of collaboration between



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DOT, the Tourism Department, and the communities of Menomonie, Chippewa Falls, Hudson and Eau Claire. The Welcome Center is currently undergoing renovations and acquiring permanent fixtures. Planning an official ribbon cutting event when the updates are complete.

Strategic Plan Presentation

Sarah Klavas presented the 2012/13 business plan for the Department of Tourism. The plan represented the input from all staff and the priorities for the team for the next year. Klavas explained the process that the team went through to get to the plan. She pointed out the metrics and measurements that will be used to determine success. A scorecard will be published and released at WIGCOT in March '13 to measure six month accomplishments against the plan.

Wisconsin Arts Board Update

George Tzougros updated the council on the Arts and Crafts directory. The Department of Tourism is taking over the production of the guide. The directory features art and craft events around the state. It will be available in January 2013.

Arts Board tour was just completed in Superior, Bayfield, Ashland, Washburn, and Madeline Island.

Wisconsin Folks: Masters of Tradition Exhibit is a new exhibit at the Dane County Airport titled Wisconsin Folks: Masters of Tradition featuring the treasured stories, talents and cultural heritages of artists in the Wisconsin Arts Board's Folk Arts Apprenticeship Program. The exhibit runs now until March 31, 2013 and showcases the work of 26 nationally recognized master artists from Wisconsin, representing a dozen different ethnicities.

Other Business

- The next Council on Tourism meeting will be held on Friday, January 11, 2013 in Madison. Please note, Council Elections for Chairperson, Vice Chairperson and Secretary will be held at this meeting.
- WACVB Fall Tourism Conference – Nov 8-9 – Sheboygan
- Walk with Walker – November 20, 2012 in Stevens Point

Adjourn



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Chair Roeh adjourned the meeting at 2:15 p.m.

Respectively Submitted:

Brian Kelsey, Council Secretary