



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Lola Roeh, Chair

Governor's Council on Tourism Minutes

May 17, 2012

Department of Tourism, 201 W Washington Avenue, Madison, WI 53703

First Floor Conference Room

10:00 – 2:00 p.m.

Council Members Present:

Ellsworth Brown
Cindy Burzinski
Ruth Goetz
Pete Helland
Jim Holperin
Linda John
Amy Juan
Ben Kehn for Dean Kaufert
Stephanie Klett via phone
Joe Klimczak
Kathy Kopp
Brian Kelsey
Lola Roeh
George Tzougros
Paul Upchurch

Excused Absence:

Deb Archer
Paul Cunningham
Terry Moulton
Stacey Watson

Unexcused Absence:

David Olsen

Tourism:

Dave Fantle
Sarah Klavas
Jeri Krohn
Abbie Hill
David Spiegelberg
Kelly Borde
Shelly Allness
Joellyn Merz
Lisa Marshall
Dawn Zaroni



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Danielle Johnson
Glenn Aumann

Industry Members in Audience:

Eric Esser – Governor's Office
Sarah Burleigh – Governor's Office
Julia Hertel - WACVB
Chris Ulmer – WBB
Wendy Heilsberg – Oshkosh CVB

1. Welcome and Introductions Chair Roeh/Sec. Klett

The meeting was called to order at 10:03 a.m. by Chairwoman Roeh. After a brief welcome, she announced that Secretary Klett would be joining us via telephone and turned over the floor to her.

After a warm welcome to the new members to the council, Klett updated the council on the 6 Paragon awards that were received by Tourism and acknowledged Deputy Secretary Fantle's having received a lifetime achievement award. Joe Klimczak was thanked for hosting the April Walk With Walker at Cave of the Mounds.

A recap of National Tourism Week included thank-you's to Chair Roeh and Council Member Kelsey for the great the tourism week activities. The week was kicked off early when the Governor released the economic impact numbers at a press conference in Green Bay. From there, it was on to Eau Clair, and then Spooner for the Governor's Fishing Opener. Additional trips to Brown County/Green Bay, Door Co, Green Lake, La Crosse and Sheboygan rounded out the tour. Press coverage was outstanding. All welcomed the data indicating spending was up 1.2 billion from 2010 to 2011 - \$16 billion in total impact and shared the 6:1 ratio ROI for our investment with advertising and marketing.

2. Council Vote for Officers Chair Roeh

Preliminary Note: Council Vote was taken out of agenda sequence and held later in the meeting.

The Council was introduced to both Eric Esser and Sarah Burleigh from the Governor's Office and updated on the need to hold elections for three specific offices on an annual basis in January. The Chair, Vice Chair and Secretary's position can be either elected or reelected, need to be nominated by a council member or those who are interested in serving may nominate themselves as a candidate.

Nominations were entertained for the position of Secretary from the floor. Glenn Aumann, Tourism Accountant was designated to tally the votes. A nomination was made for Brian Kelsey for the position. There being no further nominations, the council cast their votes and elected Brian Kelsey to serve as Secretary for the term ending January 2013.



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Nominations were requested for the position of Vice Chair from the floor. Paul Upchurch was nominated. There being no further nominations, a vote was called and tallied. Paul Upchurch was elected to serve as Vice Chair for the term ending January 2013.

Nominations were requested for the position of Chair from the floor. Lola Roeh was nominated. There being no further nominations, a vote was called and tallied. Lola Roeh was elected to serve as Chair for the term ending January 2013.

3. Research Deputy Fantle/Klavas

Klavas reported she and Fantle co-manage all qualitative and quantitative research work including the economic impact/visitor spending study. Reaction from the media and industry to the new approach to the information has been very positive. The release of this information was managed by Tourism's Communications Director, Lisa Marshall. General feedback from the council was very positive both in the quality of information and the management of its dissemination. It should be noted that gaming numbers were not included and raised the question of future inclusion.

Klavas and Fantle plan to include comments from both industry and staff during their debriefing with Longwoods and Tourism Economics.

Longwoods will be at the next marketing meeting to speak on the ROI study. A Meetings and Conventions study has been done by chamberlain and LC and will be presented to the committee in June and at the next council meeting. Feedback and suggestions is being sought from the council for future research projects we should look at for FY13. Linda John mentioned research on the sports market, both professional and amateur, might be examined. Klavas asked for feedback prior to the June 4, 2012 meeting scheduled with Laughlin Constable. At that time the team will be looking at all of the research needs.

4. Council Committee Reports

a. Marketing Committee

Fantle/Roeh

A detailed report complete with ad concepts were shared with the council, which included Tourism's \$3 million campaign flow chart for summer. Campaign launches the third week of May. Targeting IL, MN, eastern Iowa, MI and WI, these ads include two new TV spots and the retooling of Winkler's Milwaukee spot, using originally scored music by Wisconsin artists. The brand platform of "fun" continues.

Radio spots were played for the council and include "Making the Check Out Counter FUN," and "Making the Elevator Ride FUN." Other marketing efforts include print ads, banner ads, using marketing dollars for advancing multi-cultural events and the inclusion of Native American culture through the Hidden Gems project scheduled for production in July with Peter Greenberg. There are ongoing discussions about culinary tourism as well as Travel Green to elevate the TGW efforts.



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It was announced that David Zucker will be back in Wisconsin to film a summer 2013 television spot as well as a "mockumentary" in Eagle River. Both will premier the new ad at WIGCOT 2013 in Madison.

b. Meetings and Conventions Zanoni

Zanoni reported that one of the major goals was research, and the report will be delivered to the committee on June 7th. This research examines insights on how meeting planners perceive Wisconsin. The findings will be used to advance the marketing to this important market segment.

After a quick sponsorship review, Zanoni reported on the Meetings Mean Business grants for FY12. Two rounds of grant applications provided seven grant award totaling \$56K funded. The return on investment is estimated to be \$10.5 million.

Next evolution of the Think Wisconsin Website will be a focus for FY13. Tourism plans to redevelop the Think Wisconsin and Sports Wisconsin websites. The TW.com, Think WI and Sports WI websites are being developed at the same time and will be integrated so info only has to be entered at one time. They will share an operating system which will help leverage the budget.

Industry updates:

- Oshkosh, Eau Claire and Green Bay has convention center projects underway,
- Milwaukee will be adding 900 more rooms to their market through additions at the Marriot, Hilton Garden Inn, Brew House, Potawatomi hotel development,
- Roeh reported that the Osthoff is also being updated and remodeled.

c. Sports Travel Committee John/Zanoni

Linda John, chair of sports committee reported that a Wisconsin ad has been placed in major sports publications. Sports managers attended major sporting trade show – travel sponsored by Tourism.

Ready Set Go! grants have gone through a third and final round and are being wrapped up. There are no details to report on specific grant approvals, but all will be included in a final report at a later date.

d. Communications Committee Goetz/Klavas

Klavas distributed a council member orientation packet. Documents included a council process document, council photos and bios, council member list for 2012, Dept of Tourism staff roster and the Regional Tourism Specialist packet. After review of the packet contents, Klavas led a discussion on the role and responsibilities of council members, including statutes, meetings, attendance policy, quorum, reimbursements, and Chair/Vice Chair reports that are required. Each member is to take an oath of office that needs to be filed with the Secretary of State.



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Points regarding the formulation of a marketing strategy via Statute 41:11 were explained – that the five-member committee may include additional ad hoc members. The Statute also allows us to consider famous WI celebrities in our advertising campaign and requires specifics regarding the JEM program.

Additional protocols and expectations were discussed, such as attendance, use of technology and communications. Other items included discussion of meeting minutes procedure and reporting responsibilities of all committees to the Council Secretary.

e. Travel Green Wisconsin (TGW) Committee Klimczak/Allness

Klimczak reported that the current focus for TGW is on ways to better market green travel and TGW with the general public. In an effort to grow the membership, they've retooled the application form, which is ready for the Secretary's review, and feel the new fee structure is very helpful - \$95 first year - \$75 every two years. There has been a 13% increase in members since December 2011 and members who dropped out are returning.

A ROI study has been done – Bayfield and Door Co – which indicates that 67% members saw increased exposure from TGW and that 67% feel they have seen increased business because of the program. Challenges continue to be lack of program knowledge by industry members. In an effort to turn this around, Allness has given program presentations in 8 destinations and will continue to reach out to potential new members.

Klimczak mentioned that Madison Children's Museum was having a special event after today's council meeting to receive their TGW certified sign. Other congratulations extended were for Platteville's Chamber's recent TGW certification. A mention of earned media – Lake Superior magazine recently did a 10 page story on Green Travel.

f. JEM Grants Tzougros/Hill

Hill reported that we have to do some fine-tuning on the Destination JEM grant segment now that it has been in existence for over 18 months. Hill reported 50 JEM grants were approved in FY12 representing a 1.13 million investment. The return on this investment is estimated to be a \$29.3 million economic impact to the state.

It was announced that Tzougros will be stepping down as JEM Chair for this committee and Upchurch will assume responsibilities as the new Chair.

5. Public Relations Marshall

Tourism's Communications Director reported \$14 million in earned media in the first quarter. It should be noted that it is our earned media that keeps us in the ballgame with other states whose budgets are so much larger. We have received some very positive media coverage regarding our economic impact report and some, such as the Sheboygan Press, have suggested an increase in the next biennium budget.



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The PR awards that were received at the Paragon Awards luncheon included the Excellence Award for Mitten Gate, two social media awards, one for our press kit and one for the David Zucker press conference.

Staff will be participating in the Twin Cities desk side visit next week and will be in Chicago in June for desk side visits.

6. Publications and WEB redesign **Merz**

Merz reported that we have seen a 3.4 to 3.8 percent increase in traffic on TW.com. In addition, TGW saw an increase on TW.com hub – as one of the top 5 visited pages on the sites.

We have made notable changes to our site, including the Fishing hub which was launched in April with an interactive game and will be launching our Biking hub by the end of May. Additionally, the Veteran's Hub, which will include discounts, deals and special events for this year's "Year of the Veteran." We have undertaken an entire web redesign and expect to launch a new site in December. Current creative for new site will be shared with marketing committee. We plan to add more video to the site and are developing a video strategy.

Publications updates include the Fall – Winter Events Guide, which is under way and will be released for the State Fair. Our Activity Guide has new additions and will include such items as the experiences written by Carla Minsky, on Outdoor Art, Water Parks, Zip Lining and a section on Small Town Charm.

7. Industry Services **Klavas**

Klavas reported on the latest Tourism Assessment, each of which takes about 5 months to complete. Recently, Muscoda and Evansville were completed and Platteville is under way. In addition, Customer Service Training continues. The RTS team and Klavas are delivering this training statewide. A Train the trainer just took place in Marshfield.

RTS Recruitment is underway. There were 200 applicants for the position and the candidates have been narrowed down to 14. Finalists will be interviewed and we hope a new person will start in late June.

8. Arts Board **Tzougros**

Tzougros announced his resignation as JEM Grants Chair and thanked Abbie Hill for all her assistance. Arts Board is now on Twitter. You can access our account at #WIArtsBoard and all present were invited to become followers. In addition, George continues participation on the National Creativity Network as chair for this nation-wide organization.

The Poetry Out Loud Competition just concluded and for the second time in a row, the Wisconsin delegate placed in the top ten. Anna Wolfs, a sophomore from Arrowhead Hartland High School in Urban Lakes, won \$1,000 and an additional \$500 for her school library.



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Waterwalk – a movie that was filmed in Wisconsin will premier in Madison next Tuesday. The film makers will be present and all are welcome to attend the premier at Sundance608 in Madison.

9. Secretary's Report **Klett**

The Secretary's report was partially included in the opening comments of the minutes.

Fantle mentioned that National Tourism Week became a three week adventure for Tourism staff. All of the venues visited rolled out their best and the hospitality demonstrated was its finest.

Everyone was pleasantly surprised at the growth the wine industry in Wisconsin has seen and are thrilled with the impact this industry is having on our state.

There will be a Northwoods Session taking place at the Concrete Park in Phillips. This session is in response to a group request from the 2012 WIGCOT conference. Eight priorities will be discussed. Klavas will attend and Goetz will represent the council.

The Power of Tourism Power Point is updated and on the industry web site.

Fantle mentioned the upcoming visit from the Prime Minister of Luxemburg this Saturday and that the Secretary plans to attend.

10. Other Business **Roeh/Fantle**

The council meeting previously scheduled in July will no longer be held. Instead, the next meeting will take place on October 18 in Eagle River.

Sarah recognized Ruth Goetz on her last council meeting and thanked her for her participation and guidance on the council.

Jim Holprin will also leave the council and was thanked. Fantle asked that both attend the October meeting so that they may be properly recognized for their participation by their peers.

Lola thanked the Department for all of the positive work going forward with our industry. There being no further business, the meeting adjourned at 1:25 p.m.