



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Agenda

March 13, 2016

Ho-Chunk Gaming - Wisconsin Dells Hotel and Convention Center

Room: Upper Dells Ballroom CDE

Council Roll Call: Council Secretary James Bolen took the Roll Call. Those present and excused were:

PRESENT: Deb Archer, Senator Janet Bewley, Representative Jill Billings, James Bolen, Dr. Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Pete Helland, Brian Kelsey, Secretary Stephanie Klett, Joe Klimczak, Kathy Kopp, Scott Krause, Senator Terry Moulton, Collin Price, Lola Roeh, Representative Travis Tranel, George Tzougros, Council Chair Paul Upchurch, Stacey Watson

STAFF PRESENT: Deputy Secretary Sarah Klavas, Jeff Anderson, Amy Bayer, Shane Brossard, Hilary Burg, Brian Chullino, Jonathan Eckelberg, Rachel Hershberger Shelly Harkins, Kristina LeVan, Emily Lorenz, Lisa Marshall, Joellyn Merz, Drew Nussbaum, Patrick Reinsma, Heidi Roekle, Jeniece Smith, David Spiegelberg, Dawn Zaroni, Derrick Zimmerman

I. Call Meeting to Order, Welcome, Council Introductions **Council Chair Paul Upchurch**

The meeting was called to order at 3:03 p.m. Council Members introduced themselves to the attendees.

II. Tourism Introductions **Secretary Stephanie Klett**

Kristina LeVan (PR Coordinator), Emily Lorenz (Web Coordinator), Hilary Burg (Office Manager), Heidi Roekle (Grants Coordinator), and Shelly Harkins (Industry & Agency Services Director) introduced themselves and their roles at the Department

III. Approval of January 7, 2016, Minutes **Council Chair Paul Upchurch**

Lola Roeh made the motion to approve the minutes from January 7, 2016. Ellsworth Brown seconded the motion. Motion carried. Minutes approved.

IV. JEM Grant Presentations **Secretary Stephanie Klett**

1. Vilas County Silent Sports Destination Marketing – Year 3

Cindy Burzinski accepted the grant on behalf of Vilas County Tourism and provided information about the program.

2. Eau Claire's Vacation Like a Local Destination Marketing – Year 2

Linda John accepted the grant on behalf of Visit Eau Claire and provided information about the program.

3. Eaux Claires Music Fest

Linda John accepted the grant on behalf of Visit Eau Claire and provided information about the event.

V. Tourism Events Update **Dawn Zaroni, Office of Marketing Services Director**

Dawn Zaroni welcomed first-time attendees and discussed upcoming conference highlights.



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VI. Secretary's Report

Secretary Stephanie Klett

Secretary Klett discussed some of the appearances she made since the last Council Meeting, including: Rivers Edge Foundry Ronald Reagan Statue by Artist Donald Reed in Beloit, Eagle River Snowmobile Derby, State of the State Address, Town of Barnes Tourism Committee in Bayfield County, JEM Presentations to the Madeline Island Chamber of Commerce for Madeline Island Chequamegon Chef's Exhibition and to the Janesville Rotary Garden for Let Your Love Bloom Promotion, Fox Cities Tourism Breakfast, Cascade Snow Tubing Staff Event, State of the Tribes Address, Beloit International Film Festival viewing of "Cheeseheads: The Documentary," and the 2016 Sheboygan Chamber Champions Gala.

VII. National Travel & Tourism Week

Deputy Sarah Klavas & Lisa Marshall, Communication Director

Deputy Klavas and Lisa Marshall described the procedure for reviewing and distributing the economic impact numbers that will be provided by Longwoods International in April. Industry partners have done an excellent job in past years releasing the information to the public after the Governor makes the initial announcement to the media. During National Travel & Tourism Week in early May, Secretary Klett will focus on media events, while the Deputy Klavas and Regional Tourism Specialists will participate in a variety of industry events.

VIII. Technology & Customer Service

Joellyn Merz, Technology & Customer Service Director

Joellyn Merz discussed the latest storytelling series: Travel Wisconsin "Real Fun" Videos. Film crews are videoing visitors as they share their own stories, which provide a level of authenticity. Joellyn shared two videos including a brief look at a girlfriend getaway weekend in Elkhart Lake and a family culinary experience in Door County. The videos will also be linked to various Trip Ideas pages on TravelWisconsin.com. The Content Marketing Team brainstorms ideas for the videos and then reaches out to the industry to find real stories.

IX. Travel Wisconsin Content Analysis Report

Content Marketing Team

The Department of Tourism Content Marketing Team, consisting of Derrick Zimmerman, Jonathan Eckelberg, Emily Lorenz and Jeniece Smith described the strategy behind the Department's approach to developing and sharing content on TravelWisconsin.com. The team also shared examples of high performance articles, blogs and photos during 2015 and discussed the success of the various social platforms.

X. Marketing

Shane Brossard, Marketing Director

- **Multi-Cultural Advertising**

Lauren Banks, Creative Marketing Resources

Lauren Banks provided an overview of the multi-cultural market regionally and in Wisconsin. She presented campaign elements that will be used for the 2016 summer/fall campaign and the strategic insights that informed their recommendations.

XI. Committee Reports

- **Marketing**

Stacey Watson

Stacey thanked marketing committee. The new marketing campaign will be unveiled the following day. The purpose of the Marketing Committee is to make sure the marketing strategies are on brand.



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- **Sports** **James Bolen**
The current focus of the Sports Marketing Committee is on the NASC Symposium taking place in Grand Rapids, Michigan. Several WACVB sports marketing committee members will also be in attendance. In addition, the committee is continuing their partnership with Connect Marketplace.
- **Meetings and Convention (M&C)** **Deb Archer**
Along with the Sports Marketing Committee, the M&C Committee is continuing their partnership with Connect Marketplace. The day before Connect Marketplace, the committee will be co-sponsoring a service project on-site in the community. Voluntourism is becoming increasingly more popular.
- **Travel Green** **Joe Klimczak**
Joe described the Travel Green program. It is celebrating its 10th anniversary. The program was the first of its kind in the nation and continues to set the example for other countries. There have been 300+ Wisconsin businesses that have been recertified as Travel Green and a new focus is on getting new businesses certified. The committee is working on integrating Travel Green initiatives into Travel Wisconsin videos, articles and print media.
- **JEM, MMB & RSG Grants** **Paul Upchurch**
The committee reviewed 98 grants in 2015 and 64 were approved. \$1.16 million was awarded and the ROI is over \$25.5 million. Destinations are encouraged to work with Regional Tourism Specialists when applying for grants. The Meetings Mean Business Grant Committee awarded over \$93,000 in 2015 and the Ready, Set, Go! Grant Committee awarded 16 grants.
- **TIC Grants** **Cindy Burzinski**
In 2015 the Tourism Information Center Grant Committee reviewed 44 applications and 34 grants totaling \$160,000 were awarded to 21 different centers. These centers served 1,073,000 visitors this past year.
- **International** **Sarah Klavas**
Committee members in the audience were recognized and asked to stand. The committee advised the Department of marketing initiatives to get awareness of Wisconsin from international markets. International visitors come to the Midwest because they want to experience the real Americana and it is most likely their second or third visit to the United States after visiting one of the coasts. The committee is currently researching opportunities within the Chinese travel market. Wisconsin has incredible water assets in the Mississippi River and Great Lakes and as such, this offers partnership opportunities with others states whose borders also touch these international icons. These multi-state collaborations maximize marketing investments in attracting international visitors.

XII. Old Business

There was no old business.

Council Chair Paul Upchurch

XIII. New Business

There was no new business.

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XIV. Questions from the Floor

There were no questions from the floor.



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XV. Adjournment

Representative Tranel made the motion to adjourn the meeting. Joe Klimczak seconded the motion. Motion carried. Meeting adjourned at 4:30 p.m.

Respectfully Submitted:

James Bolen, Council Secretary
March 24, 2016

Approved by Paul Upchurch, Chair
March 25, 2016