



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Lola Roeh, Chair

Governor's Council on Tourism

June 16, 2011

Madison, WI

Minutes

COUNCIL MEMBERS PRESENT: Chair Roeh, Secretary Klett, Mr. Joe Klimczak, Ms. Romy Snyder, Ms. Deb Archer, Ms. Kari Zambon, Ms. Linda John, Mr. Dave Olsen, Mr. Paul Upchurch, Ms. Stacey Watson, Mr. George Tzougros, Mr. Steve Lightbourn, Mr. Omar Shaikh, Mr. Brian Kelsey, Ms. Kathy Kopp, Dr. Brown.

MEMBERS EXCUSED: Senator Holperin, Senator Moulton, Representative Kaufert, Representative Clark, Ms. Janee Doxtator, Ms. Ruth Goetz.

OTHERS PRESENT: Julia Hertel, Dave Clements, Wendy Hielsberg, Chet Gerlach, Sara Brish.

STAFF: Deputy Secretary Fantle, Dawn Zanoni, Lisa Marshall, Patrick Reinsma, Shelly Allness.

1. Welcome and Introductions

2. Marketing

- a) Council Marketing Committee Update: Romy Snyder provided an update on the summer extended media buy and the fall campaign. Fun continues to be the major motivator for travel.
- b) Photo Contest
- c) Taste of Chicago Advertising: \$2.7 million added to our buy in Chicagoland, then Milwaukee and Minneapolis markets.
- d) Usability testing on TW.com
- e) Mobile version of TW.com
 - Also discussed celebrity bloggers; Gilbert Brown, William Henderson and Jeff Stiles.
- f) Public Relations Update: Due to the media tours of Geiger PR and Association, we've had \$21 million in earned media through April. Lake Superior area tour starts Monday, then in late July Madison, Milwaukee and surrounding area. 7 Wonders of Wisconsin campaign is underway for the website. Go Camping campaign and various clips handed out for review.
- g) Niche Markets
 - 1) Meetings & Conventions: Deb Archer reported on the first meeting of the sub-committee and reviewed website statistics. The Department continues to work with the Department of Administration on the Meetings Means Business grant program. This grant offers \$110,000 in grants up to \$20,000



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for destinations to bring major meetings. Information will be on industry.travelwisconsin.com Department was sponsor, therefore had opportunity to speak at morning breakfast; over 550 audience members. Secretary and Deputy presented, covered all M&C areas of Wisconsin that can host these types of events. Left behind gift bags with Wisconsin-based goodies.

- 2) Sports Travel: Launching Sports Marketing Committee soon; Ready, Set, Go grant program awarded \$96,114, with a \$10 million return on investment.
- 3) Travel Green Wisconsin: Travel Green certified businesses will all receive new signage that can be placed either inside or outside of their properties. This offers additional awareness as partners in this program. The regional specialists are making calls on the businesses, distributing the signage while offering information on department programs. A new on-line campaign launches in a few weeks. The program is being analyzed for potential changes in fee structures and application processes.
- 4) Walk with Walker Update: The first event at High Cliff State Park drew 35 participants. The future schedule is as follows: July 20-Cable; August 10-Eagle River. Web site is now live, walkwithwalker.com. This program will eventually include school groups.
- 5) Travel Wisconsin Welcome Center Business Model: The Department is planning to create a marketing partnership with Beloit, La Crosse, and Kenosha. This will include a branded presence and lift collaboration with the centers, allow free brochure distribution, provide for customer service training and a clothing allowance for staff apparel. The other centers of the Gateway consortium will also be offered a marketing presence with some of the same features and benefits at a smaller scale.
- 6) Industry Relations:
 - Quarterly Industry Communications Calls: The Regional Tourism Specialist will conduct four industry conference calls per year. They will take place one week after the Council meeting to insure that Council information is discussed. Council members are being asked to attend the call so they can answer questions.

Industry Website Updates: Watch for many changes to the industry site especially the metrics dashboard and photos from grant events. The sign-up page for the Tourism Business Journal has changed to make it easier.



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Asset Identification/Assessment Program: field staff will work with medium sized destinations to help them identify their assets and development opportunities in an effort to be ready to host more visitors. Bill Geist will assist with effort by offering expertise on process and facilitation skills.

Power of Tourism: Creating PowerPoint presentation for staff to take out to groups, counties, organizations discussing the economic impact value of tourism on both a macro and micro level. Program will be ready in July.

Customer Service Training: Looking at various models including work that was done in the past at the Department and also through University Extension. There are other professional organizations offering this kind of training and those will also be examined. It was suggested to look at the program offered by the Bed and Breakfast Association.

6. Secretary's Report

Legacy Conversation: Secretary Klett honored outgoing Council Members, Romy Snyder, Kari Zambon, and Janee' Doxtator; speaking of their legacy with the tourism industry and thanking them for their important contributions.

The question **What is our legacy (Council and Administration)?** was posed to the group.

Secretary feels it includes an effective ad campaign that's research based; great customer service for travelers; advancing a Welcome Center model that works for both the customer and industry; a united industry with a cohesive relationship between the department, council, associations, and all partners. Secretary Klett is looking for input from the Council on other legacy goals.

Chair Roeh's believes that the highly connected people on the Council can serve a greater advisory role and help to create and enhance legislative relationships.

Secretary also discussed the budget, strategic business plan, outreach events and future marketing campaigns.

7. Other Business and Closing Remarks: Acknowledged and thanked the three Council members, refreshments were served.

8. Next Council Meetings: Thursday, September 15, 2011 in Milwaukee



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Meeting adjourned at 3:35pm.