



State of Wisconsin

Scott Walker, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

**Governor's Council Agenda
October 8, 2015
Department of Tourism
201 West Washington Avenue
1st Floor Conference Room
Madison, WI 53703**

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

Present: Senator Janet Bewley, Representative Jill Billings, James Bolen, Dr. Ellsworth Brown, Cindy Burzinski, Paul Cunningham, Brian Kelsey, Joe Klimczak, Kathy Kopp, Scott Krause, Collin Price, Representative Travis Tranel, George Tzougros, Paul Upchurch, Stacey Watson

Excused: Deb Archer, Pete Helland, Secretary Stephanie Klett, Senator Terry Moulton, Lola Roeh

Staff: Deputy Sarah Klavas, Amy Bayer, Shane Brossard, Kristina LeVan, Lisa Marshall, Joellyn Merz, David Spiegelberg, Dawn Zaroni

Guests: Kerri Thiel (WI B&B Association), Mike Wollmer & Luke Kloberdanz (Ice Age Trail Alliance) Pete Hansen, Susan Quam & Dawn Faris (WI Restaurant Association), Christine Lampe & Julie Ward (Greater Madison CVB), Christine Rebout (Janesville Area CVB), Dave Blank (Real Racine), Celestino Ruffini (Visit Beloit), Eric Knight & Chet Gerlach (AWTA), Pam Seidl (Fox Cities CVB)

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

Paul Upchurch called the meeting to order at 10:00 a.m.

II. Approval of June 11, 2015, Minutes **Council Chair Paul Upchurch**

Kathy Kopp moved to approve the June 11 Meeting Minutes. The motion was seconded by Joe Klimczak. The motion was carried.

III. JEM Grant Presentations **Deputy Sarah Klavas & Abbie Hill**

1. Madison Hotel Week – Year 3

Christine Lampe & Julie Ward accepted the grant on behalf of the Greater Madison CVB and provided information about the program.

2. Midwest Food Service Expo – Year 2

Paul Cunningham, Susan Quam & Dawn Faris accepted the grant on behalf of the WI Restaurant Association and talked about the importance of rebranding the event to highlight "Midwest Foodservice" instead of just "Wisconsin Restaurants."



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3. Ice Age Trail Destination Marketing – Year 2

Mike Wollmer and Kloberdanz accepted the grant on behalf of the Ice Age Trail Alliance and discussed the project promoting more than just a hiking experience but also an opportunity to explore local restaurants and businesses near the Ice Age Trail.

IV. Secretary's Report

Deputy Sarah Klavas

1. Secretary Update

The Deputy Secretary read a greeting from Secretary Klett who was unable to attend the meeting. The Department of Tourism episode of Discover Wisconsin that promoted the Apostle Islands area has been nominated for an Emmy award. This was a collaborative effort between Coastal Management, the Department of Tourism, and Discover Wisconsin.

The Secretary also wanted to mention recent appearances at events for both Joe Klimczak (National Caves Association Meeting) and Ellsworth Brown (10th Anniversary of the Black Pointe Historic Site). Both programs were well received and the Council members were excellent hosts.

New this year at WIGCOT, the Tuesday breakfast will be used to honor the nominees for the Governor's Tourism Awards. The Council will have an expanded role to highlight the industry.

2. Appearance Highlights

In addition to the National Caves Association Meeting and Black Pointe Estate, the Secretary has participated in several Walk With Walkers, a site visit to Ho-Chunk (site of 2016 WIGCOT), EAA, PGA, and the Prairie du Chien Chamber Meeting among many other appearances.

3. Upcoming Events

In the next few months, the Secretary will be attending a tourism research meeting in Philadelphia, an event hosted by the Department of Veteran's Affairs, the annual meetings of the WI Housing & Lodging Association and WI Association of CVBs. She'll also be attending the premier party for the next Tourism sponsored Discover WI episode about the islands of Door County, and will be presenting JEM grants, as well as attending the Northwoods Summit.

V. Deputy Secretary's Report

Deputy Sarah Klavas

1. Introduction of new tourism staff

Kristina LeVan is the new PR Coordinator for the Department of Tourism. She provided a brief overview of her previous experience and the work she will be doing at the agency. The Deputy Secretary reminded the Council that Grants Coordinator Abbie Hill will be retiring at the end of the year so we have started to recruit her replacement.

2. Office of Marketing

Deputy Klavas briefed the Council on the Office of Marketing Services. Legislation was passed in 1995 for tourism to provide marketing services to state government agencies. The budget passed in 2015 provides 4 positions and operational funds. The Department has assisted other



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agencies for years and will now have the personnel and funds to cover the cost of marketing services. The Department is in the process of hiring the Marketing Manager, and has also begun the multi-category RFP and is developing a billing strategy. The Council discussed how specifically the agencies will be charged.

VI. Fall Update

Lisa Marshall, Joellyn Merz, Shane Brossard

1. Fall Public Relations initiatives (TV and radio interviews, promotional print pieces)

Lisa Marshall reported on the promotional pieces that are being run in various publications including the Fun Times that is part of the *Milwaukee Journal Sentinel*. Lisa presented a full color article covering the Kettle Moraine.

2. Wisconsin Fall Color - media kit for national pitching

The PR team has been pitching the Fall Color Report to national and local news outlets. Lisa showed the kit sent to national media outlets.

3. Road to Fall Fun Scavenger Hunt

The Road to Fall Fun Contest involves hiding prize packages in five different county/local parks around the state and tied to the elements of the fall campaign. Joellyn Merz demonstrated how the contest is also tied to the Fall Color Report and is featured on travelwisconsin.com.

4. TravelWisconsin.com

Joellyn provided statistics on the increasing traffic to Fall Color Report. At the start of the fall season there were 32,000 subscribers to the report and as of today there are 45,000. This is due in part to the new text to subscribe initiative. In addition to the Fall Color Report, the website is increasing pageviews by adding new content (5 new articles a week). There has been a 32% increase in sessions since last year at this time. Article pageviews are up 85% since last year. Mobile usage is also increasing and has surpassed desktop users.

5. Paid Advertising

Shane Brossard reported that we're replaying the Jordy Nelson ad that was so successful two years ago. The ad continues to receive positive feedback from the public. In addition to the television spots, the department is also running radio ads (both traditional and online). Secretary Klett writes and records all of the spots. There is also a small print component using a fall color ad highlighting the Jens Jensen road in Door County, as well as a sticker that offers the text to subscribe campaign. This campaign utilizes GovDelivery (a mass email program), which allows people to text a number and receive a message tailored for their region. The fall campaign is launched in Chicago, Minneapolis, and Milwaukee.

VII. Technology and Customer Service

Joellyn Merz

1. Publications Strategy

This year the Department is combining the Travel Guide and Activity Guide into one publication. This new publication will include additional editorial content, as well as advertising. Laughlin-



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Constable is in process of selecting a vendor. Guide will be available in the spring. The Department will continue to have separate Fall/Winter and Spring/Summer Event Guides.

2. Video Strategy

Four videos brief videos were filmed in the Apostle Islands two summers ago. They are used on TravelWisconsin.com Trip Ideas pages. The Trip Ideas pages pull related content to pair with the videos.

The videos are a successful addition to the website and the Department is continuing to produce more. They have recently created footage for 6 additional storytelling videos that will feature biking on the WinMan Trails near Winchester; four generations of family vacationing at a resort in Hazelhurst; a young man who has hiked every State Park in one year; a Chicago couple that loves the foodie experience of Door County; a girlfriend getaway weekend at the Osthoff Resort; and a video Secretary Klett and Door County CVB staff touring Washington Island. The Department offers thanks to the industry for helping with the videos.

The Council discussed the advances in technology and the shift toward snapchat and instagram. The Department continues to explore the changing trends in communication and how to use the latest technology to market the state.

VIII. Meetings

Dawn Zanoni

1. Northwoods Summit

The Northwoods Summit is moving to a 1-day summit, because on the second day the Cabinet Leadership will travel to different locations to meet with their own industry partners. The website and online registration is now available. The Summit agenda will be updated by tomorrow. The Summit began in 2007 by the Department of Tourism, however, this year the Governor's office has been more involved and Mary Anne Lippert from the Governor's Northern Office is involved with coordinating several aspects.

2. Walk With Walker

This summer there were walks in Prairie du Chien, Onalaska, Fox Cities and Minocqua. The last ones of the season will be at Interstate State Park in St. Croix Falls and the Superior Municipal Forest in Superior, which is the third largest forest within a city in the country.

3. Preliminary WIGCOT Planning

The dates of the next WIGCOT are March 13-15 at the Ho-Chunk Resort in WI Dells. Dawn and Secretary Klett recently did a site visit. The Tuesday breakfast will be highlight the nominees for the Governor's Tourism Awards. The Council will be actively involved in this process; however, the Department does not have specifics yet. Brian Kelsey will continue to lead the panel for the Governor's Tourism Awards. This Conference will focus on the Power of Partnerships. The conference website will be updated within the next week or two. Senator The Department is looking to expand ways for social media engagement.



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IX. Committee Reports

1. Sports

James Bolen & Dawn Zanoni

Sports Wisconsin continues a relationship with NASC, which is a national sports symposium that was held in Milwaukee this year. Paul Upchurch briefed the Council on highlights from the event where 150 sports rights events organizations attended and met with CVB and destinations from around the country. The state has seen significant business because of the NASC Symposium. At the Symposium Sports Wisconsin branded the beverage cart and our staff walked around with the cart. This was a successful venture and will continue again next year.

The Sports Committee met with the Meetings & Conventions Committee to discuss the value of participating in ConnectMarketplace.

2. Meetings and Convention

Deb Archer & Dawn Zanoni

The Sports Committee and Meetings & Conventions Committee have sponsored a breakfast at ConnectMarketplace for 4 years. Fewer people have attended the breakfast and the committees are re-evaluating their partnership and sponsorship at this annual event.

This is the second year the Meetings and Conventions team has participated in Meeting Professionals International. Last year the show was in Minneapolis and it was successful being so close to Wisconsin. The Committee continued the sponsorship in San Francisco this year. The Committee will meet with the organization to discuss sponsorship opportunities.

David Spiegelberg and Dawn Zanoni are going to IMEX in Las Vegas next week. The M&C Committee will be in a booth with Madison CVB, WI Dells, Green Bay, and Monona Convention Center, and across the aisle from VISIT Milwaukee. This conference has a significant international component.

3. Grants

Paul Upchurch & Abbie Hill

Paul provided a brief overview of the FY2015 grants. The following grant committees have already met for FY2016: JEM (11 projects were funded), TIC (22 grant applications received, 18 were funded), MMB (3 grant applications received, all were funded), and RSG (5 grant applications received, 4 were funded). The new online system is user friendly.

4. Marketing

Stacey Watson & Shane Brossard

Stacey Watson thanked the team for staying within the brand that was established approximately 5 years ago. Because of the team's efforts, there is already a lot of work that is completed or able to be re-used like the Jordy Nelson Ad. Deputy Klavas expressed appreciation for the committee, ad agencies and staff being able to come together and talk about our campaigns as a whole.



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5. Travel Green

Joe Klimczak & Shane Brossard

Joe Klimczak reported on new staff Sam Kislia, who is managing the day-to-day work of the Travel Green program. There have been 322 renewals for the program to date. Sam will complete member outreach.

6. International

David Spiegelberg

David Spiegelberg is working with the international marketing element at the Department, which includes Brand USA and FAM tours. We recently hosted a British who will be writing a book and articles about Frank Lloyd Wright heritage tourism. The feedback we've received from FAM tours is that WI provides the personal experience that leaves an impression. Two leading editors from German golf magazines recently toured the courses in Lake Geneva, Milwaukee area, and Kohler.

David will be traveling to the World Travel Market in London, which is the second largest international Travel and Tourism trade show. He will be sharing a booth with the Great Lakes USA organization to promote the great lakes area to the international market.

Sarah Klavas reported that the Department participates in a co-op program through Brand USA and this has opened the door for the Canadian market.

X. Marketing

Shane Brossard

1. Packers Partnership

The partnership with the Packers has been established for several years. Shane Brossard is working the organization to make sure we are utilizing all the opportunities they have available. Travel Wisconsin will be a corporate sponsor on social media for the game against the Minnesota Vikings. Pre-Roll Video ad space on packers.com will promote the website and the Fall Color Report. Travel Wisconsin is also a sponsor for the instant replays. The Department is provided tickets to be used for the travelwisconsin.com sweepstakes, which will run in November and December.

2. UW Partnership

This year we've created a new partnership that evolved because of the Bo Ryan spot. This winter there will be a Travel Wisconsin Supper Club concession stand at the Kohl Center. Our industry partners will be featuring their food at the concession stand. This is a way to not only partner with UW, but also with the WI food service industry. In addition to the concession stand, our logos and tv spots will air on television screens throughout the center.

3. Discover Wisconsin

The Department partnered with Discover Wisconsin and Coastal management for an episode highlighting the Apostle Islands. The episode has been nominated for an Emmy.



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4. Wisconsin Public TV

Wisconsin from the Air is a WPT program that we have sponsored. We have full access to their aerial footage of Wisconsin (20-40 hours).

XI. Round Robin Updates

Council Members

1. Jill Billings reported that the recent bike festival and Oktoberfest USA events in La Crosse were highly attended and very successful.
2. Deputy Klavas reported on behalf of Lola Roeh that the Osthoff Resort had its best season ever. The PGA was well attended. Osthoff Resort and area hotels are desperate for staff. Seasonal staff left around September 15. Lola expressed concerns about the health care costs and wanted feedback from other Council Members on their thoughts about changing requirements from a 30-hour work week to a 40-hour work week. Ellsworth Brown suggested hiring an independent insurance consultant
3. Brian Kelsey agreed with area staffing concerns. The amount local businesses have to pay inexperienced staff is high because they are so desperate to keep staff. J1 Visas won't allow the international help to drive cars, so they have to ride bikes and this limits where they can stay. Staff lodging is limited in Door County. Because there are 19 different municipalities on Door County it is complicated to start a rideshare program.
4. Cindy Burzinski indicated that Vilas County is having the same issues. One resort property bought a nearby house just for staff to stay in during the busy season. During the off season they are able to rent out the property.
5. Deputy Klavas met with Congressman Reid Ribble, Brad Toll (Green Bay CVB), Jack Money penny (Door County VB), Pam Siedl (Fox Cities CVB) and they talked about lodging issues and travel visas. There are more restrictions on Visas than before, which limits the staff available for seasonal help. Industries need to have another plan in place besides using international help.
6. Chet Gerlach provided remarks regarding Education Bill that will allow certain school districts to exempt themselves from September 1 School Start Date. He encourages people to register to testify for the hearing.
7. George Tzougros reported that the Arts Board had an opportunity to be at the State Fair and had a great experience. The Board was recently in Rhinelander and learned about all of the art projects happening in the area. The National Endowment for the Arts is celebrating 50 years. George just returned from Washington D.C. where he went to a meeting about the creative economy around the world. The Arts Board leads the National Creativity Network. WI Science Festival is coming up in Madison, Milwaukee and other cities. Discovery World and UWM are active locations in Milwaukee.
8. Ellsworth Brown reported that historic sites close at the end of the month. It looks like they are ending the year with an increase in attendance. Old World WI generates 50% of the revenue and they had a solid year. Wisconsin History Tours is a popular program and will be in 12 different cities around the state. Next it will be in Kenosha for a few months. The Wisconsin Historical Conference will be held this week with 400 staff from local historical sites in attendance.
9. Collin Price provided a NATOW update. Collin went to National Native American Tourism Conference and met with industry professionals from around the country. He received a behind



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the scenes look at a successful cultural center that he would like to implement in Wisconsin. He has been meeting with tribal councils throughout the state and is starting to gain momentum as tribal leaders are starting to understand how tourism can help their communities. Ho-chunk just finished assessment with the Department of Tourism. NATOW is partnering with the Milwaukee Bucks and will be sending kids to the games. The bead-makers in the tribe created medallions to give to each of the players.

XII. Old Business

There was no old business.

Council Chair Paul Upchurch

XIII. New Business

There was no new business.

Council Chair Paul Upchurch

XIV. Adjournment

Cindy Burzinski motioned to adjourn. Paul Cunningham seconded. Motion carried. Meeting adjourned at 1:15 p.m.

Council Chair Paul Upchurch

Respectfully Submitted:

James Bolen, Council Secretary
October 19, 2015

Approved by Paul Upchurch, Chair
October 19, 2015