



State of Wisconsin

Tony Evers, Governor

Ben Popp, Chair

Wisconsin Council on Tourism Minutes
Tuesday, March 15, 2022
Monona Terrace Convention Center, 1 John Nolen Dr, Madison, WI

I. Roll Call

PRESENT: Secretary-designee Anne Sayers, Darren Bush, Dr. Natalie Chin, Dr. Robert Davis, Genyne Edwards, A.J. Frels, Michelle Martin, Mary McPhetridge, Ben Popp, Denise Stillman, Missy Tracy, Christian Overland, Senator Joan Ballweg, Senator Jeff Smith, Representative Travis Tranel, George Tzougros, Nathan Gordon

EXCUSED: Senator Joan Ballweg, Representative Sheila Stubbs, Deb Carey, Krystal Westfahl, Luke Zahm

II. Call Meeting to Order and Welcome

Ben Popp called the meeting to order at 3:08pm. As this meeting was held in conjunction with the Wisconsin Governor's Conference on Tourism, Council members shared a brief introduction and takeaways from the conference thus far.

III. Approval of October 14, 2021 Minutes

Christian Overland made a motion to approve the October 14, 2021 minutes. A.J. Frels seconded the motion. No further discussion. Motion carried unanimously.

IV. Committee Reports

Committee chairs or staff of each of the seven Department of Tourism committees shared an update of the committee's work. The Council heard from the following:

- Meetings and Conventions/Ready, Set, Go! Committee report provided by A.J. Frels
- Sports Marketing Committee report provided by Dawn Zanoni
- MMB/RSG, JEM and TIC Committee reports provided by Heidi Schultz
- Office of Outdoor Recreation Committee report provided by Ben Popp
- Diversity, Equity, Accessibility, and Inclusion Committee report provided by Dr. Bert Davis
- Marketing Committee Report provided by Darren Bush

V. Election of Officers, by oral rollcall

Mary McPhetridge provided a review of the election process as established by Council bylaws. Nominations submitted ahead of time as allowed in Article IV, Section 5 of the bylaws were included in the vote. All members of the Council were able to make nominations. Voting was held by oral roll call voice vote.

Election of Council Chair:



State of Wisconsin

Tony Evers, Governor

Ben Popp, Chair

Mary McPhetridge read the pre submitted nomination of Ben Pop as nominated by Mary McPhetridge. There were no further nominations from the floor. Ben Popp received 17 votes and was elected as Chair.

Election of Vice Chair:

Mary McPhetridge read the pre submitted nomination of A.J. Frels as nominated by Mary McPhetridge. There were no further nominations from the floor. A.J. Frels received 17 votes and was elected as Vice Chair.

Election of Secretary:

Chelsey Bence read the pre submitted nomination of Mary McPhetridge as nominated by A.J. Frels. There were no further nominations from the floor. Mary McPhetridge received 17 votes and was elected as Secretary.

VI. Secretary's Report

Secretary-designee Anne Sayers provided an update from the Department, highlighting key updates in the following areas:

Logo protection: the Department has advanced the process for better protecting the trademark by completing the state registration. The federal registration will hopefully be obtained in the next several months

Website update: on March 9 the consumer website switched back to Ascedia, the vendor that came in second in the original RFP process. This came as the result of a mutually agreed upon end to the existing contract with Simpleview. All parties have worked together to ensure a smooth transition.

Federal funds update: Governor Evers has directed \$7.5M ARPA dollars directly to the Department of Tourism. This is in addition to the \$5.5M from the EDA. Funding will help position Wisconsin even better for the next couple of critical recovery years by supporting a number of key areas of focus.

The latest numbers: early indicators show Wisconsin's tourism recovery pacing ahead of Iowa, Minnesota, Illinois, Michigan, and the national average. Preliminary numbers from January 2022 show travel spending compared to January 2019 at +2%.

VII. Next meeting topics

Ben Popp announced that the next meeting of the Wisconsin Council on Tourism will be held in May 2022. This meeting will include the election of members to the JEM and Marketing Committees.



State of Wisconsin

Tony Evers, Governor

Ben Popp, Chair

Ben Popp encouraged any Council members who are interested in joining one of the seven Department of Tourism advisory committees to submit an email, resume and letter of interest to Chelsey Bence.

VIII. Adjourn

Darren Bush made a motion to adjourn. Seconded by Genyne Edwards. All in favor. Meeting adjourned at 4:10pm.

Respectfully Submitted by Mary McPhetridge, Secretary
Approved by Ben Popp, Chair