



State of Wisconsin

Tony Evers, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

Governor's Council Minutes January 24, 2019 Wisconsin Department of Tourism Madison, WI

I. Council Roll Call: Acting Council Secretary, James Bolen took the Roll Call. Those present, absent and guests were:

PRESENT: Deb Archer, Senator Janet Bewley, Representative Jill Billings, James Bolen, Cindy Burzinski, Paul Cunningham, Apache Danforth, Pete Helland, Senator Andre Jacque, Brian Kelsey, Joe Klimczak, Kathy Kopp, Michelle Martin, Mary McPhetridge, Sara Meaney, Christian Overland, Lola Roeh, George Tzougros, Paul Upchurch

EXCUSED: AJ Frels, Representative Travis Tranel

STAFF PRESENT: Anne Sayers, Chelsey Bence, Craig Trost, Shane Brossard, Shelly Harkins, Dawn Zanoni, Drew Nussbaum, David Spiegelberg

II. Call Meeting to Order and Welcome

Council Chair Paul Upchurch

Council Chair Paul Upchurch called the meeting to order at 10:06am.

III. Approval of November 15, 2018 Minutes

Council Chair Paul Upchurch

Deb Archer made the motion to approve the November 15, 2018 minutes. Lola Roeh seconded the motion. Motion carried. Minutes approved.

IV. Secretary's Report

Secretary Sara Meaney

a. Vision and Priorities

Tourism Secretary Sara Meaney introduced herself to the Council. She shared her beliefs on the value of transparency, open communication, talent empowerment and professional development. Secretary Meaney then introduced Deputy Secretary Anne Sayers and Communications Director Craig Trost, both present, to the Council. Meaney commented on the importance of using data to drive us to educated conclusions. She will collaborate with peers on the Governor's Cabinet, colleagues in the legislature and outside stakeholders and influencers who will assist with coming up with programs that will move the needle for the state's tourism economy. She expressed that the Department of Tourism will exist to support the image of our state and the people whose livelihoods depend on the success of the tourism market. The Department will look at strategic alignment that will provide us with a conclusion on whether to veer from, or stay on the current path for success, focusing on our long-term success 5-10 years out. The Department will work to increase its growth rate which is currently trailing the nation by 20%. The Department will also seek to increase visitors ages 18-34, and work to attract visitors of color, both of which Wisconsin is trailing behind the nation in. This will be a topic of interest at WIGCOT 2019. Meaney moved on to highlight key positives of the



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Department, including a nearly equal visitation rate in all four quarters, possessing a true winter market and leading our neighboring states in outdoor recreation. Moving forward, the Department will look to integrate the Wisconsin Arts Board as it seeks to increase a more culturally diverse creative and urban tourism market. There will be a heavy emphasis in developing a strategic plan that will allow insight on room for advancement and improvement. The floor was then opened for thoughts and discussion. In summary, the council applauds all proposed efforts.

b. Staff Introductions

Secretary Meaney introduced Senator Andre Jacque, who has been appointed to serve on the Council.

V. Election of Officers

Council Vice Chair Brian Kelsey

Nomination of Council Chair: In addition to a nomination submitted to Chelsey Bence for Brian Kelsey, there was also a nomination from the floor from Cindy Burzinski to nominate Paul Upchurch for Council Secretary. Council placed votes. 10 votes submitted for Upchurch; 3 votes submitted for Kelsey. Apache Danforth made a motion for approval; Mary McPhetridge seconded the motion. Motion carried.

Nomination of Council Vice Chair: Multiple nominations were made from the floor for Brian Kelsey. There were no other nominations. Council members submitted votes. 13 votes were submitted for Kelsey. Deb Archer made a motion for approval; Paul Upchurch seconded the motion. Motion carried.

Nomination of Council Secretary: Apache Danforth nominated herself for Secretary. Cindy Burzinski also nominated Apache Danforth; Joe Klimczak seconded. Deb Archer nominated Lola Roeh. Danforth seconded Roeh's nomination. Council members submitted votes. 7 votes were submitted for Roeh; 6 votes were submitted for Danforth. Cindy Burzinski made a motion for approval; Kathy Kopp seconded the motion. Motion carried.

VI. Annual Report Review

Shane Brossard

Shane Brossard provided Council members an overview of the 2018 Wisconsin Department of Tourism Annual Report.

VII. WIGCOT Updates and Assignments

Dawn Zanoni

Dawn Zanoni shared an overview of the 2019 WIGCOT conference with the Council. 2019 Keynote speakers will highlight diversity and destination attractions. Council members are encouraged to attend a council hosted breakfast where nominees of the Governor's Awards will be in attendance. The opening reception will feature a County Fair theme. Christian Overland offered support from Circus World and any other ways they can help. A suggestion was made to work to include local 4H and FFA groups. Chelsey Bence will send out a registration link to council members.



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VIII. New/Old Business

Council Chair Paul Upchurch

New Business: there was no new business discussed by the Council. Old Business: Deb Archer and Lola Roeh shared that they were both previously engaged in a strategic plan with the department a few years back. They offered their help and support again. George Tzougros shared the Historical Society's current project of visiting 44 cities and 11 NATO nations to gather data, concepts, and host listening sessions. Data will then be turned into a report. Christian Overland offered the help of the Historical Society in implementing this concept.

The next Governor's Council on Tourism meeting will be held in conjunction with WIGCOT, and will take place on Sunday, March 17th from 3:30pm – 4:30pm at the Kalahari Resort. The Council then discussed a location for a future outstate meeting to be held in the fall. Apache Danforth offered to host at a reservation location. Paul Upchurch also offered to host in Milwaukee.

Paul Upchurch suggested that each sub committee schedule a time to discuss priorities and action items. A time to report out will be included on the agenda at future Council meetings.

IX. Adjournment

Council Chair Paul Upchurch

Michelle Martin made the motion to adjourn the meeting; seconded by Joe Klimczak. The meeting adjourned at 12:55pm.

Respectfully Submitted:

James Bolen, Acting Council Secretary

Approved by Paul Upchurch, Council Chair