



State of Wisconsin

Tony Evers, Governor

Joe Klimczak, Chair

Wisconsin Council on Tourism Minutes

Friday, May 15, 2020

11:00 am – 12:00 pm

Teleconference

I. Council Roll Call

PRESENT: Secretary-designee Sara Meaney, Deb Archer, Dr. Robert Davis, Genyne Edwards, A.J. Frels, Nathan Gordon, Pete Helland, Joe Klimczak, Kathy Kopp, Michelle Martin, Mary McPhetridge, Ben Popp, Krystal Westfahl, Senator Janet Bewley, Representative Jill Billings, Senator André Jacque, Christian Overland, Representative Travis Tranel, George Tzougros

EXCUSED: Darren Bush, Paul Cunningham

STAFF PRESENT: Deputy Secretary Anne Sayers, Chelsey Bence, Dawn Zaroni, Shane Brossard, Heidi Schultz,

II. Call Meeting to Order and Welcome

Joe Klimczak called the meeting to order at 11:01AM.

III. Welcome and Introductions of New Members

New members Genyne Edwards, Dr. Robert Davis and Nathan Gordon introduced themselves to the Council.

IV. Approval of December 4, 2019 Minutes

Kathy Kopp made the motion to approve the December 4, 2019 minutes. A.J. Frels seconded the motion. After further discussion Joe Klimczak proposed amending the minutes to include a thank you to those who volunteered for the workgroup charged with drafting the Council bylaws; Senator Bewley, George Tzougros, Christian Overland, and Joe Klimczak. All approved. Motion passed.

V. Governance

Discussion and approval of Bylaws:

Deb Archer motioned to approve the Bylaws as presented. Krystal Westfahl seconded the motion. After further discussion from the floor two updates were suggested.

1: the addition of the wording "of the Department" in article 4, section 2B to clarify that the chairperson should consult with the Secretary of the Department.

2: revise the document to consistently read "Wisconsin Council on Tourism" throughout.

All approved with proposed changes. Motion passed.

Joint Effort Marketing (JEM) committee membership:

After discussion from the floor, a motion was made to approve the following seven persons to the JEM committee: Greg Stillman; Nikky Farmakes; Michelle Martin; Alan Kopischke; Pam Seidel; Jason Ring;



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Cameryn Kwaterski. Senator Jacque made a motion to approve the seven members. Deb Archer Seconded the motion. Motion passed.

VI. Nominations and Sequential Election of Officers

Nominations were accepted from the floor. All members of the Council were able to make nominations. Voting was held by roll called voice vote.

Election of Council Chair:

Nominations were accepted from the floor. Deb Archer nominated Ben Popp. Joe Klimczak seconded. There were no other nominations. Ben Popp received 19 votes and was elected as Chair.

Election of Vice Chair:

Nominations were accepted from the floor. Kathy Kopp nominated A.J. Frels. Klimczak seconded. There were no other nominations. A.J. Frels received 18 votes and was elected as Vice Chair.

Election of Secretary:

Michelle Martin nominated Mary McPhetridge. Kathy Kopp seconded. There were no other nominations. Mary McPhetridge received 17 votes and was elected as Secretary.

VII. Secretary's Report

Secretary-designee Meaney commented on the banner year that Tourism saw in 2019 and the impacts that the industry will see in 2020 due to COVID-19. Secretary-designee Meaney commented that there is hope that our industry will bounce back faster than other states as indicated in a Longwoods International study. To prepare, Tourism has undertaken a marketing pivot to encourage travelers to Dream Now and Travel Later.

VIII. Committee Reports

Committee chairs and staff leads delivered a short summary of their recent committee activities.

IX. Topics for Future Discussion

Joe Klimczak acknowledged that recovery will be an ongoing topic moving forward.

X. Adjournment

Christian Overland made a motion to adjourn. Deb Archer seconded the motion. Motion passed. Meeting adjourned at 12:01PM.

Respectfully Submitted by Mary McPhetridge, Secretary

Approved by Ben Popp, Chair