



State of Wisconsin

Tony Evers, Governor

Governor's Council on Tourism

Paul Upchurch, Chair

c) Discussion of Council's Mission and Governance as well as Goals and Framework for Committees

Secretary-designee Meaney discussed the statutes related to the Governor's Council on Tourism and how they are followed in practice. Secretary-designee Meaney explained the restructuring of the Council's committees to provide more clarity, better address diversity and equality, and create alignment in the work being done. Secretary-designee Meaney explained that the committee documents are based on statute and consultation with our legal staff. Anything that is not covered by statute is based on best practices and can be adjusted over time to accomplish our stated goals. The new Outdoor Recreation Committee was established with the expectation that it will become an advisory and resource committee for the Director of the Office of Outdoor Recreation. The Diversity Equity Inclusion (DEI) committee was established to address concerns raised in the strategic plan regarding developing travel experiences that welcome everyone.

Questions from the Council about how the members will be appointed were addressed by the Secretary-designee. For committees that are not statutory the Secretary will appoint members. Individuals interested in serving on a committee are encouraged to submit a cover letter, resume, and references TourismLeadership@travelwisconsin.com. The new committee structure will go into effect after the fall October Council meeting.

Joe Klimczak addressed the Travel Green committee and there was a discussion about the current status of the committee. Council members expressed a need to revisit the committee as it relates to the strategic plan to see if there is a need for it moving forward.

d) Officers

Elections for Council Chair, Vice Chair and Secretary in addition to the marketing committee will occur at the fall meeting in October.

e) Contribution Requests and Offers

Secretary-designee Meaney discussed solicitations for sponsorships and advertising outside of the established grant programs. The department will review these requests to ensure that expenditures are only made with clear accountability mechanisms in place and align with the strategic plan.

f) Scheduling Requests: Philosophy and Form

Based on feedback, the scheduling request form for the Secretary-designee is being updated to ensure relevant information is being collected. The new form will add structure and clarity for requests to help facilitate the most impactful use of time, including an emphasis on



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conversations and experiences. The Secretary-designee was asked by Senator Bewley if there are any legacy events that the Secretary of Tourism attends. The Secretary-designee indicated her focus is on making an impact. Comments from the Council expressed that an update to the request from will help communities to better understand what will make an impactful visit.

V. New & Old Business

Secretary-designee Sara Meaney

a) Review of New Board Binder

Council members all received a binder with background information on the agency and the Council, including contact information, the strategic plan, grant guidelines, and more.

b) State Budget Update

The Secretary-designee has held meetings with members of the Joint Committee on Finance to discuss how to allocate the \$1.5+ million in supplemental marketing funds into new geographical markets. Meetings have so far been positive.

c) RFP Update

The Secretary-designee shared that there has been a lot of interest in this current RFP process, with 26 submissions across the three lots. Submissions are currently being reviewed by the committee which includes Shane Brossard and Kristina LeVan from the Department of Tourism and Julia Hertel, Executive Director of WI Association of CVBs.

d) Special Events

The Department is in the process of putting together plans and working with the host committee and groups related to the DNC and Ryder Cup events.

e) Confirmation Update

Secretary-designee Meaney shared that she had no update. Senator André Jacque provided some additional insight on the matter and said that he expects a vote during the October session.

f) Fall/Winter Campaign

Shane Brossard, Director of Marketing & Advertising provided an overview of the recently filmed spots for the fall and winter campaign. He shared images to show the look and feel of the campaign. Additionally, Shane provide data about fall and winter travel to support the direction of the campaign.

g) Next Council Meeting

October 23-24, 2019 is being held for the next Council meeting in the Hayward area.

VI. Adjournment

Meeting adjourned at 2:45pm

Acting Chair, Brian Kelsey