



## State of Wisconsin

Tony Evers, Governor

Joe Klimczak, Chair

### **Governor's Council on Tourism Minutes December 4, 2019 Madison, WI**

#### **I. Council Roll Call**

PRESENT: Secretary-designee Sara Meaney, Deb Archer, Darren Bush, Apache Danforth, A.J. Frels, Pete Helland, Joe Klimczak, Kathy Kopp, Michelle Martin (via teleconference), Mary McPhetridge, Ben Popp, Krystal Westfahl, Senator Janet Bewley, Representative Jill Billings, Senator André Jacque, Representative Travis Tranel, Christian Overland, George Tzougros

EXCUSED: Paul Cunningham

STAFF PRESENT: Deputy Secretary Anne Sayers, Chelsey Bence, Dawn Zaroni

#### **II. Call Meeting to Order and Welcome**

Secretary-designee Sara Meaney called the meeting to order at 2:00 PM.

#### **III. Approval of July 25, 2019 Minutes**

Kathy Kopp made the motion to approve the July 25, 2019 minutes. Apache Danforth seconded the motion. Motion passed. Minutes approved.

#### **IV. 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 secret ballot [pursuant to Wis. Stat. 19.88(1)].

Election of Council Chair:

Nominations were accepted from the floor. Joe Klimczak nominated George Tzougros; George declined the nomination. Krystal Westfahl, Senator Janet Bewley and Kathy Kopp nominated Joe Klimczak. Darren Bush nominated Krystal Westfahl; Krystal declined the nomination.

Candidate Joe Klimczak – 17 votes.

Joe Klimczak is elected as Chair. Joe Klimczak assumed his role as Council Chair and the meeting was turned over to Joe to carry out elections.

Election of Council Vice Chair:

Nominations were accepted from the floor. Deb Archer nominated A.J. Frels. Michelle Martin nominated Mary McPhetridge; Mary declined nomination. Senator Janet Bewley nominated Ben Popp.

Nominee A.J. Frels – 9 votes

Nominee Ben Popp – 8 votes

A.J. Frels is elected as Vice Chair.

Election of Council Secretary:



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Nominations were accepted from the floor. Deb Archer and Senator Janet Bewley nominated Ben Popp. Darren Bush nominated Kathy Kopp.

Candidate Ben Popp – 11 votes

Candidate Kathy Kopp – 6 votes

Ben Popp is elected as Council Secretary.

### **V. Nominations and Sequential Election of Marketing Committee**

Election of Marketing Committee:

The Department of Administration's Legal Counsel gave clarification to the election process and explained that nominees cannot be ex officio members, but ex officio members are permitted to make nominations and vote. Votes for membership on the Marketing Committee were cast by open voice votes.

Nominations were accepted from the floor for the first five members of the Marketing Committee. Representative Travis Tranel nominated Kathy Kopp. Darren Bush nominated Krystal Westfahl. Mary McPhetridge gave a self-nomination. Senator Janet Bewley nominated Apache Danforth; Apache declined the nomination. Christian Overland nominated Deb Archer. A.J. Frels nominated Darren Bush.

There were no further nominations from the floor. The motion passed. Kathy Kopp, Krystal Westfahl, Mary McPhetridge, Deb Archer and Darren Bush were elected to the Marketing Committee.

### **VI. Nominations and Sequential Election of Joint Effort Marketing Committee**

Applications were solicited from members of the industry for the Joint Effort Marketing Committee. The Department filled those openings on an interim basis to conduct time sensitive work and maintain timely processing of grant applications subject to the Council's subsequent approval.

Krystal Westfahl made a motion to approve Cheryl Zaug Casey, Greg Stillman, Mary McPhetridge, Joe Klimczak, and Alan Kopischke to the JEM committee. Senator Janet Bewley seconded the motion. Motion passed.

The members of the Joint Effort Marketing Committee are authorized to proceed pending further appointments or changes of the council.

### **VII. Ongoing Operating Procedure Review**

Due to limited guidance for the Council in statute, there is a legal recommendation to create Bylaws, consistent with state law, to provide more clear guidance and greater transparency. Thank you to Senator Bewley, Joe Klimczak, George Tzougros, and Christian Overland who volunteered their time to work on the creation of the Bylaws.

### **VIII. Public Records Training Update**

Department of Administration Legal Counsel distributed instructions on how to take the 2019 public records training online. This training is expected of all state and non-state employees who are members



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of state boards, commissions, and councils prior to the end of the year. Instructions for completion will also be emailed to council members.

### **IX. Secretary Report**

Tourism is having a banner year. Summer display ad performance was up 68% year over year. Social Media campaign performance was also up 93% year over year. Exposed arrivals were up 22%, meaning, people who were exposed to an online ad and engaged with the Department then traveled to Wisconsin at a 22% higher rate than last summer. According to the Department of Revenue, Jan-Sept year-to-date growth for taxable sales in the Entertainment and Recreation category increased 9.3% - more than double the average growth rate of the previous 3 years (4%). The Secretary-designee remarked that the year isn't over yet, but the early numbers provide reasons to be optimistic. She concluded by saying that these successes wouldn't be possible without the strong foundation of the agency and the trust and execution of the tourism team and entire industry.

### **X. New and Old Business**

Dawn Zanoni gave an overview of the 2020 Wisconsin Governor's Conference on Tourism. This year's conference will run March 15-17 in Madison. A reminder was given to submit nominations from the industry for the Governor's awards.

### **Adjournment**

Joe Klimczak made a motion to adjourn. A.J. Frels seconded the motion. Motion passed. Meeting adjourned at 3:37 PM.

Respectfully Submitted by Ben Popp, Secretary

Approved by Joe Klimczak, Chair