

**SNOWMOBILE RECREATION COUNCIL Tourism Committee Agenda & Record**

**Feb. 5, 2015**

St. Germain Community Center, St. Germain, WI

| Agenda Item   | Key Points   | Outcomes, Next Steps, Assignments   |
|---|--|---|
| <b>Call to Order</b>  | <p><b>Members Present:</b> Michelle Voight, Chair, Bev Dittmar, Matt Harter, Lee Van Zeeland, Steve Moran, Dan Timmerman</p> <p><b>Members Absent:</b> Larry Erickson</p> <p><b>Others Present:</b> Cathy Burrow, Faith Murray, Beth Norquist, Ann Loechler, Ed Slaminski, Walt Ebersohl, Jillian Steffes-DNR, other council members and members of the public</p> |   |
| <b>Public Comments</b>  |  | None  |
| <b>Committee Member Issues</b>  | History of Tourism Committee   |   |
| <b>Wisconsin Dept. of Tourism Winter Advertising</b>                              | Michelle went through some of the things that Tourism has done for snowmobiling.   | <a href="http://industry.travelwisconsin.com/marketing-overview">http://industry.travelwisconsin.com/marketing-overview</a>   |
| <b>Role of Tourism Committee</b>  | <ul style="list-style-type: none"> <li>• Some counties pool their money to purchase air time.</li> <li>• The American Council of Snowmobile Associations (ACSA) is adopting a snowmobile friendly community designation.</li> <li>• Communication with Tourism Dept.</li> <li>• Tourism/Business Outreach</li> </ul>   |   |
| <b>Public Relations/Communication</b>   | <ul style="list-style-type: none"> <li>• AWSC Celebrate Wisconsin Snowmobiling Event, Feb. 8-9, in Hayward</li> <li>• Resident Trail Pass Communication &amp; Tourism Impact</li> </ul>  | Michelle will look into the possibility of putting together a trail etiquette article, working with the DNR communication team and the Dept. of Tourism PR team.  |
| <b>Department of Tourism Contact</b>  | Drew Nussbaum is the Regional Tourism Specialist for Northwest Wisconsin and he is a snowmobiler.  | Motion by Lee to recommend the Council contact the Secretary of Tourism to ask that Drew Nussbaum be the permanent Tourism liaison to the Snowmobile Recreation Council.<br>2 <sup>nd</sup> : Dan Timmerman<br>Motion passed. |
| <b>Discussion of Involvement Between Tourism, Council, Clubs &amp; Businesses</b> | Working with AWSC to provide clubs a program at the fall workshop to work on their PR with their local chambers, etc., utilizing social media and other tools.   | Motion by Lee to recommend to the Council establishing a sub-committee to work with tourism organizations to help fund and improve snowmobile   |

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|  |            | <p>programs.<br/>           2<sup>nd</sup>: Matt Harter<br/>           Motion passed.</p> <p>Economic Impact Study – Cathy will contact IASA to inquire about recent studies and ask for details regarding the process.</p> |
| <b>Snowmobile Economic Impact Research</b> |            | <p>Economic Impact Study – Cathy will contact IASA to inquire about recent studies and ask for details regarding the process.</p>   |
| <b>Regional Snowmobile Corridor Maps</b>   |            | <p>Michelle will check with WCA to see if regional ITBEC groups are still active and will be working on regional snowmobile corridor maps.</p>  |
| <b>9. Adjourn</b>                          |            | <p>Motion by Steve Moran to adjourn the meeting.<br/>           2<sup>nd</sup>: Dan Timmerman<br/> <u>Motion carried.</u></p>   |

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