



## Snowmobile Advisory Council Tourism Committee Meeting Minutes

February 5, 2026

Arbor Vitae Town Hall, 10675 Big Arbor Vitae Dr, Arbor Vitae WI and via Zoom

**Committee Members Present:** Lynsey Burzinski - Chair, Tara Krall, Bob Lang, Andy Malecki, Sue Smedegard, Holly Tomlanovich, Erica Voelker

**Other Council Members Present:** Ann Degenhardt, Joel Enking, Abby Haas, Gary Hilgendorf, Tanner Hiller, Mike Holden, Sam Landes, Don Mrotek

**DNR/Tourism staff attendance:** Drew Nussbaum (Tourism), Jillian Steffes, Pat Anderson, Kurt Byfield, Chris Halbur, Jeremy Holtz, Annie Loechler, Jeff Pennucci

**Public attendance:** Lori Heideman, Dave Newman and other members of the public

### 1. Call to order following Law Enforcement & Safety Committee Meeting

### 2. Agenda Repair

- Will approve previous meeting minutes at next meeting.

### 3. Public Comment

- None

### 4. Committee Chair Comments

- **Lynsey Burzinski**
  - Better snow conditions this year, the trails are looking great!
  - First Time Ride – Next Gen in conjunction with AWSC got a grant from ISMA, took 6 new riders out for the day in Mercer. They took the safety course and were accompanied by Lori Heideman. It was -40 degrees on the day but it was a success!

### 5. Committee Member Issues

- Holly – Keep updating your snow reports, once a week isn't enough – riders want very up to date information. Snow Trax wants to know which trails are best for their own riding preferences.

### 6. Wisconsin Department of Tourism Updates – Drew Nussbaum (Dept of Tourism)

### 7. Travel Wisconsin Snow Report – Changes Coming in February

- Now displaying a new photo per county.
- If your report isn't updated weekly, it will be taken down.
- Websites that utilize the widget to display the snow report on their page will need to update the widget.

### 8. Snowmobile Recreation Council Talking Points

- This document continues to be a great tool, Drew has received 62 requests for copies of the talking points to date.

### 9. What Tools are Working

- Community calendars- work with your local destination marketing, they can help provide good information for locals and tourists.
- Take A Friend Snowmobiling Day

#### **10. Public Relations and Marketing for Snowmobile Clubs**

- Put out the word on social media on HOW interested individuals can participate in a club, county alliance, et.
- Vilas & Oneida have a collaborative campaign through a joint marketing grant – Snowmobile Northwoods. On their 3<sup>rd</sup> year, they have a website, e-newsletter and sweepstakes.
- Provide information on your tourism websites/resources on how out-of-state visitors can purchase a trail pass.
- Collaboration is a huge resource, talk to other clubs and counties and find out what campaigns they are working on.

#### **11. Current Legislative Action**

- None

#### **12. Housekeeping and Wrap-Up**

- The “dealer portal” of GoWild is in it’s pilot project phase with a handful of dealers utilizing the ability to register sleds at the store. It should be fully rolled out to all dealers around June.

#### **13. Adjourn**

**Motion to adjourn by Tara, 2<sup>nd</sup> by Ann. MOTION PASSED**