



Snowmobile Advisory Council Tourism Committee Meeting Minutes

February 6, 2025

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, Don Mrotek, Sue Smedegard, Holly Tomlanovich, Erica Voelker

Other Council Members Present: Ann Degenhardt, Joel Enking, Abby Haas, Gary Hilgendorf, Mike Holden, Sam Landes, Andy Malecki

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

- Need to approve previous meeting minutes.

Motion to approve previous committee meeting minutes by Holly and 2nd by Erica. MOTION PASSED

3. Public Comment

- None

4. Committee Chair Comments

- **Lynsey Burzinski**
 - Encourage younger people to get involved in your club.
 - Feb 10-19 is Take A Friend Snowmobiling campaign. Info and resources on snowmobiling.org website.
 - Office of Outdoor Recreation reports \$11.2 billion for 2023 to gross domestic product for the full outdoor rec industry (not just motorized), which surpasses the 2022 record by 9%. Report available on Office of Outdoor Rec website

5. Committee Member Issues

- None

6. Tourism Updates – Drew Nussbaum (Dept of Tourism)

- Approx a dozen counties open or opening (in the North), snow on the way.
- Last year, we did more ATV/UTV messaging due to lack of snow, but once snow trails open Drew is switching exclusively to snowmobile messaging.
- Keep Travel Wisconsin messages positive, not 'stay on the trails or stay home', that's for law enforcement.
- New updates to the Wisconsin Snowmobiling PR/Marketing Considerations/Talking Points document. Drew will share on request, and it can be shared beyond to others (no permission needed). Jillian may be able to link to it's location at Tourism.

Motion to approve Drew's Snowmobiling Talking Points by Holly and 2nd by Don. MOTION PASSED

7. Snow Reports

- Be accurate and honest, report often.

8. What Tools are Working

- Vilas and Oneida applied for a JEM grant, received year 2 for funding, “Snowmobile Northwoods” to produce stickers and flyers.

9. Marketing for Snowmobile Clubs (Geofences, Positive Messages, Accuracy)

- Overall positive messaging, make sure you share accurate info and promote safe snowmobiling.
- Vilas does two weekly rides to help promote snowmobiling – one for those that own sleds and know how to ride but may not be familiar with the area; and a ride for those who are renting machines and may not have much experience.
- Iron County has organized a women’s ride in conjunction with local rental places.

10. Funds Available for Trail Marking?

- Social media is being utilized by many clubs – FB Live, Instagram, etc.
- JEM grants can be obtained by partnering with your local tourism entity. Events are eligible!
- Add your events to Travel Wisconsin for wider audience.

11. Current Legislative Action

- Biennial budget time at the state, tourism budget is 50/50 from general funds and extra funds put into the budget.

12. Housekeeping and Wrap-Up

- Nice to see sleds out in the northern counties!

13. Adjourn

Motion to adjourn by Holly, 2nd by Don. MOTION PASSED