

<b>Presenter/ Time</b>	<b>Agenda Item</b>	<b>Key Points</b>	<b>Outcomes, Next Steps, Assignments</b>
	<b>Call to Order 6:10</b>	<p><b>Members Present:</b> Lee Van Zeeland, Chair; Bev Dittmar, Larry Erickson, Steve Moran, Tom Chwala, Sam Landes; <b>Tourism Liaison:</b> Drew Nussbaum.</p> <p><b>Others Present:</b> Cathy Burrow, Faith Murray, Ann Loechler, Gary Eddy – DNR, members of the public and other council members.</p>	
	<b>Public Comments</b>	<b>None</b>	
	<b>Chair Report</b>	Lee talked about how important snowmobiling is to the tourism industry and that we need to celebrate snowmobiling and how much fun it is to attract people to the sport.	
	<b>Travel Wisconsin &amp; Tourism remarks</b>	<ul style="list-style-type: none"> <li>• Drew discussed the current promotion that Tourism is running. They are giving away a free sled and people are opting-in to receive marketing information for snowmobiling. It's a 5-week campaign and they had already exceeded their number goals by the 3<sup>rd</sup> week.</li> <li>• Tourism has divided their winter campaigns into 6 regions, that way they don't have to wait until the entire state has the same weather conditions to start a campaign.</li> <li>• They're doing 3-6 second videos to grab people's attention and get them to click and view the longer video.</li> <li>• They have a strict protocol they follow in all their videos regarding safety: helmets, skis on the ground, visible trail sticker, etc.</li> <li>• They show snowmobiles parked outside of businesses to show that the snowmobilers are inside spending money.</li> <li>• Travel Wisconsin shows the snow conditions for the entire state of Wisconsin. Tourism wants a lot of regional updates.</li> </ul> <p>If you are interested in being a Snow Conditions Reporter on TravelWisconsin.com , please contact the Wisconsin Department of Tourism at <a href="mailto:tourinfo@travelwisconsin.com">tourinfo@travelwisconsin.com</a> or call 1-800-432-8747</p> <p>Questions about this and winter marketing, and tourism promotional efforts, can also be directed to Andrew Nussbaum at <a href="mailto:Andrew.Nussbaum@wi.gov">Andrew.Nussbaum@wi.gov</a></p>	

	<b>Snowmobile Communications</b>	<b>Snowmobile friendly communities.</b> – Drew talked about a committee that he’s just been placed on. AWSC has been involved in this for some time. He likened it to his experience riding around Lake Superior on his motorcycle and how great all the establishments treated them. The goal is to promote that that same welcoming atmosphere and mindset instilled in the servers and service industry in these snowmobiling communities.	
	<b>Adjourn</b>		Steve moved to adjourn, second by Tom. Motion carried.