



Snowmobile Recreational Council Tourism Committee Meeting Minutes

Monday, August 25th, 2025

Rib Mountain Conference Center & Dales Weston Lanes, Weston 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 staff attendance: Jillian Steffes, Pat Anderson, Kurt Byfield, Chris Halbur, Jeremy Holtz, 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

- Council member matters towards end of meeting.

3. Approval of Previous Meeting Minutes

Motion to adopt previous meeting minutes by ___, 2nd by ___. MOTION PASSED

4. Committee Chair Comments

- Abby Haas – None

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

- Travel Wisconsin Snow Report
 - Will go live early November in time for opening of ski hills (usually first to open)
- Travel Wisconsin Snow Report Changes Coming Winter 25-26
 - We are updating the system and there will be a new look and feel that will be very similar but hopefully more streamlined and user friendly
 - You will need to get your login reset as part of the system upgrade
 - There are no major changes to the information that is provided/how reporting happens
 - Please don't plan to login November 1, as we won't have the new system fully up and running. Hold tight into early November and look for communications from our team with specifics as the time gets closer.
 - A training webinar and additional resources will be provided to help with navigating the updated system.
 - Christopher Jennings, Northern Region, WDT, will now be sending industry emails and updates
 - Andrew Nussbaum, Western Region WDT / Snowmobile Recreation Industry Liaison, will continue to be MAIN contact for all snowmobile industry reporting+
 - Accurate local and county contacts and reporting will be MANDATORY and verified by Andrew Nussbaum in October, and categorized by County, Zone, Municipality, and Club
- Working with your local/regional Destination Marketing Organization (DMO)
 - What is a DMO? DMO stands for Destination Marketing Organization. Depending on your location, a DMO could be a chamber of commerce, convention and visitor bureau, or county tourism organization.
 - A DMO mission is to market the destination. Is your local DMO aware of your club? Have you met with the staff or director? If not, make that connection so they know about your club and trails and can promote it.
 - The DMO can often provide networking opportunities to connect you with other businesses in your community. Getting to know those other businesses may connect you to a support network and can often lead to cross-promotion of businesses. Word of mouth is still one of the best methods of promotion and advertising.
- WATVA Let's Ride Expo May 2026

- The "Let's Ride" event, taking place from May 1-2, 2026, in Oshkosh, WI, is a family-friendly celebration of Wisconsin's diverse motorsports opportunities, including ATV, UTV, snowmobiling, 4-wheel drive trucks including Jeeps, motorcycles, e-bikes, boats and other off-road vehicles (ORVs). The event focuses on safety, education, and introducing new riders to these activities, with special programming for veterans and families.
- Combined 2025 map included Statewide ATV/UTV and Snowmobile Maps
- WATVA / Natl OHV Insurance and Services has hired Pilch and Barnet to market and promote the 2026 event, and has applied for a Joint Effort Marketing (JEM) Grant via the Wisconsin Department of Tourism

6. Snow Reports

- See item #5 above

7. Working with your Local/Regional Destination Marketing Org

- See #5 above

8. WATVA Let's Ride Expo May 2026

- See #5

9. What Tools are Working

- Social media must be used in an accurate manner. A lot of discrepancy between what the clubs vs county were saying in the past season...social media is not always accurate. Public must be reasonably informed on a closed trail before you can enforce trespassing. It's always all about safety. If Drew cannot confirm the information, he will close the trail.

10. Marketing for Snowmobile Clubs

- Check out Canva graphic designer, great tool for graphics. Focus on positive messaging, accuracy, geofencing and collaboration with your local DMO.

11. Funds for Trail Marketing?

- Funds are available, contact Drew Nussbaum for more information. Tourism did well in the biennial budget.

12. Public Comments

- None

13. Committee Member Issues

- None

14. Housekeeping and Wrap-Up

- None

15. Adjourn