

# Whitewater Tourism Council Agenda

Wednesday, February 6, 2013, 9:00 am *Whitewater Street Restaurant*

Mission Statement: Whitewater Tourism Council markets Whitewater area as a tourism destination. The Tourism Council will promote new and existing attractions and events by providing resources according to Council policy.

Purpose: The purpose of the WWTC is as an advisory Committee to assist in promoting new and existing tourism initiatives. WWTC will market WW as a tourism destination by communicating the themes of local history, culture, area attractions and events to targeted market segments.

State definition of Tourism: 66.0615 (1) (fm) "Tourism promotion and development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment...

2013 Members: Michelle Dujardin, Kathleen Fleming, Therese Kennedy, Tyler Sailsbery, Dori Sorensen, Nancy Wendt, Staff and Liaisons (nonvoting): staff open; Latisha Birkeland, Tamara Brodnicki, Chamber open, CDA Open;

Marie Cook - Interim staff support for Chamber and Tourism

Goals for 2013: 1) Maps / Brochure 2) Kiosks, 3) Community Outreach

Call to order, roll call

**Introduce: Dori Sorensen, Marketing Director of Rushing Waters**

- 1) Consent Agenda
  - a) Approval of Agenda as printed
  - b) Minutes of previous meetings
- 2) **Important Dates -**  
**February 16 Freeze Fest 2013; March 17-19 Wisconsin Governor's Conference on Tourism;**  
**April 3 Legislative Day at Menona Terrace with WH&LA.**
- 3) Staff / Committee / Liaison Communications
  - a) Administrative Report- Marie Cook
  - b) Financial Reports - Kathleen Fleming
  - c) Executive committee - Kathleen, Therese, Michelle
  - d) Publicity / Communications / Community Outreach - All
  - e) Long-Range Planning / maps, signage, **website development**, print material - Tyler
  - f) Nominating - All
  - g) Chamber Communications
  - h) City Communications
  - i) Community Development Communications
  - j) DownTown Inc Communications
- 4) Ongoing Project Reports
  - a) Meeting/Event Reports
  - b) Internet- **Blog, Facebook**, Twitter, **TripAdvisor**/Google Analytics, All Calendar of Events
  - c) Print - Maps
  - d) Marketing 2013 - Trip advisor ads, Silent sports, Wisconsin2Go, Wiscoguides.com,
  - e) Community Outreach - Joint Boards, Tyler and Kathleen
- 5) **Considerations**
  - a) **Budget Review**
  - b) **Website Review**
  - c) **The Move / Interns**
  - d) **Art Walk and Our Town**
  - e) **2013 Member Nominations for executive committee**
  - f) **2013 Action Plan**
  - g) **Payables**
- 6) Recommendations for future Agendas:

*Future Agendas - Whitewater Wellness Charlotte Ericksen, Intern for Social Media Marketing and Community outreach. Bike Spoken Here logo, WW Hidden Treasures, Business to Business Tourism Ambassador Award, Bike Awareness, , Bylaw review, Budget Review, Kiosk Improvement, Website optimized for smart phone, include downloadable maps to website, Welcome Packet for group tours, Points of Interest Brochure and DVD, nomination form to website. Request for general Whitewater guide, possible update and use of kiosk map with list of shops, Legal, Insurance, Accounting, Reduce Expenses. Google Analytics, QuickBooks, Self Audit, Discussion on late night shuttle serves from campus and hotels to Food and Beverage districts. Coop with Nelson bus, brown cab or Fairhaven? **Minutest to website, Convert Quickbooks, Update City Ordinance to reflect current operations.** Ongoing Goals: Update printed material, Website enhancements, Business/Organization outreach. Minutes / Agendas to all interested parties. email list*

**Adjournment Next March 6, 2013, April 3, 2013 Locations TBD**