

## Whitewater Tourism Council Agenda

Wednesday, April 3 2013, 9:00 am *New Discover Whitewater Building 150 W Main Street*

**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, Liz Sotheland, Open Staff and Liaisons (nonvoting): Marie Koch - Interim Director Chamber / Tourism Latisha Birkeland, Tamara Brodnicki, Chamber open, CDA Open

**Goals for 2013:** 1) Maps/Brochure 2) Kiosks, 3) Business/Organization/Community Outreach (Joint Board)(coop advertizing)

Call to order, roll call

Guest: Carol Christ, Whitewater Landmarks Chair [christc@charter.net] - Landmark Map

- 1) Consent Agenda
  - a) Approval of Agenda
  - b) Minutes of previous meetings
- 2) **Important Dates -**
  - April 11 Legislative Action Day Madison with WH&LA.**
  - April 5 and 28 - Art Walk**
  - April 21 - Our Town**
- 3) Staff / Committee / Liaison Communications
  - a) Administrative Report- Marie Cook
  - b) Financial Reports - Kathleen Fleming
  - c) Executive committee
  - d) Publicity / Communications / Community Outreach
  - e) Long-Range Planning / maps, signage, **website development**, print material
  - f) Nominating
  - g) Chamber Communications
  - h) City Communications
  - i) Community Development Communications
  - j) DownTown Inc Communications
- 4) Ongoing Project Reports
  - a) Meeting/Event Reports - Art Walk 2013
  - 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) **WisGCoT Report - Kathleen**
  - b) **Sentury Information Center - Pick pictures, Banner,**
  - c) **Kiosks update**
  - d) **Website Review - Bios and Pictures, office email, optimize for smart phone, downloadable maps, Nomination form, Minutes, Agenda**
  - e) **Payables - Virus Ware for laptop, Action Day, WH&LA Membership, Laptop**
- 6) Recommendations for future Agendas: Bylaw Review  
*Future Agendas -Interns. Bike Spoken Here logo, WW Hidden Treasures, Business to Business Tourism Ambassador Award, Bike Awareness, , Bylaw review, Budget Review, Welcome Packet for group tours, Points of Interest Brochure and DVD, Request for general Whitewater guide, possible update and use of kiosk map with list of shops, Legal, Insurance, Accounting, Reduce Expenses. Google Analytics, 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. Ongoing Goals: Update printed material, Website enhancements, Business/Organization outreach.*

Adjournment

**Next meetings: May1, 2013 and June 5, 2013 Locations TBD**