

Whitewater Tourism Council Agenda

Wednesday, June 5, 2013, 9:00 am *Bicycle Wise*

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 Sotherland, Open

Staff (nonvoting): Marie Koch – Discover Whitewater Director

Liaisons (nonvoting): City Staff- Latisha Birkeland, Downtown WW- Tamara Brodnicki, Open- Chamber, CDA, Common Council

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

Call to order, roll call

Introduce New Staff

- 1) Consent Agenda
 - a) Approval of Agenda
 - b) Minutes of previous meetings
- 2) **Important Dates –**
 - June 1, 2 Kettle Moraine 100 mile endurance run**
 - June 11 last day of School**
 - June 14, 18 Pig in the Park**
 - July 3-6; fireworks 4,5,6**
- 3) Staff / Committee / Liaison Communications
 - a) Community Organization Communications – City, Chamber, CDA, DownTown Inc, Common Council
 - b) Administrative Report- Marie Cook
 - c) Financial Reports
 - d) Executive committee
 - e) Publicity / Communications / Community Outreach
 - f) Long-Range Planning
 - g) Nominating - Open seat**
- 4) Ongoing Project Reports
 - a) Meeting/Event Reports
 - b) Social Media - Blog, Facebook, Twitter, TripAdvisor/Google Analytics, All Calendar of Events
 - c) Print – Maps, New Brochure
 - d) Marketing 2013 - Trip advisor ads, Silent sports, Wisconsin2Go, Wiscoguides.com,
 - e) Community Outreach – Joint Oversight Board, Tyler and Kathleen
- 5) **Considerations**
 - a) **Website Review – Bios, Pictures, optimize for smart phone, downloadable maps, Minutes, Agenda**
 - b) **Expense check vs petty cash**
 - c) **Chamber/Tourism Account kept open**
 - d) **Bylaw Review**
 - e) **Payables – Virus Ware for laptop, Laptop**
 - 6) Recommendations for future Agendas: Brochure / Bike Map
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: July 3 No Meeting; August 7 Location TBD