



## Snowmobile Advisory Council Tourism Committee Meeting Minutes

Thursday, February 2, 2023

St Germain Community Center, Weston and via Zoom

**Committee Members Present:** Abby Haas (Chair), Lynsey Burzinski, Bev Dittmar, Bob Lang, Dale Mayo, Sue Smedegard, Leon Wolfe, Drew Nussbaum (Tourism)

**Other Council Members Present:** Joel Enking, Gary Hilgendorf, Mike Holden, Sam Landes, Andy Malecki, Don Mrotek, Erica Volker

**DNR staff attendance:** Jillian Steffes, Kurt Byfield, Jeremy Holtz, Annie Loechler, Jeff Pennucci

**Public attendance:** Dave Newman (AWSC), and other members of the public

### 1. Call to order following lunch break, at 12:50 PM

### 2. Agenda Repair

- None

### 3. Public Comment

- None

### 4. Committee Chair Comments

- **Abby Haas** – Excited to learn about Ontario's Trespassing video and required viewing, could be a great tool for WI

### 5. Committee Member Issues

- None

### 6. Tourism Updates – Drew Nussbaum (Dept of Tourism)

- **Talking Points for State Tourism** – Drew has a document that state tourism folks can use to answer FAQs about snowmobiling in WI. Includes things like 'over 600 clubs', 'over 41,000 club members', 'approx 25,000 miles of trail' (including routes) etc.

**Motion to acknowledge the Snowmobile Talking Points document by Sue, 2<sup>nd</sup> by Bev. MOTION**

- Drew will share an updated version of this document with the Committee/Council.

### 7. Snow Reports

- Thank you to everyone who helps make sure the info on the Snow Reports, Travel Wisconsin is up to date & accurate.
- Reminder to refer everyone to Travel Wisconsin to find out if trails are open/closed.

### 8. How is the season going so far?

- Bob Lang – Lots of trailers headed north to Eagle River, Burnett, etc. The trails just south of that (Taylor, Lincoln, etc) are in great condition and have fewer riders. May want to publicize those areas.
- Drew - Tourism is reaching out to Ohio, Indiana, Iowa and Illinois to advertise snowmobiling in WI.

### 9. What tools have you been using and which ones have worked best?

- Drew - Tourism's outreach model changes annually to adapt to what is working
- Lindley – Be sure the business owners know if your trails are opening, so they can open the businesses
- Abby – QR Codes are a great tool to print on signs, materials, etc to provide the most up-to-date info.

- Abby – Check out SnapMap on SnapChat – it shows recent photos at a given trail, may encourage new folks to come visit the area you’ve posted.
- Approx 28,000 people have downloaded the GTS tracking app to see groomed trail status.

**10. Current Legislative Action**

- Business signage on state trails was covered in LE & Safety meeting.

**11. Housekeeping and Wrap-Up**

- Add acceptance of previous meeting minutes to future agendas.

**12. Adjourn**

**Motion to adjourn by Bev, 2<sup>nd</sup> by Leon. MOTION PASSED**