



## Snowmobile Advisory Council Tourism Committee Meeting Minutes

February 8, 2024

Arbor Vitae Town Hall, 10675 Big Arbor Vitae Dr, Arbor Vitae WI and via Zoom

**Committee Members Present:** Abby Haas - Chair, Lynsey Burzinski, Bob Lang, Dale Mayo, Sue Smedegard, Holly Tomlanovich

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

**DNR/Tourism staff attendance:** Drew Nussbaum (Tourism), Jillian Steffes, Pat Anderson, Kurt Byfield, Chris Halbur, Jeremy Holtz, Annie Loechler, Jeff Pennucci

**Public attendance:** Lori Heidemann, Dave Newman and other members of the public

### 1. Call to order following Law Enforcement & Safety Committee Meeting

### 2. Agenda Repair

- None

### 3. Public Comment

- None

### 4. Committee Chair Comments

- **Abby Haas**
  - Reports of 75-80% revenue loss to northern businesses, millions lost in the Northwoods.

### 5. Committee Member Issues

- Lynsey brought pamphlet examples of what her clubs are distributing.
- Holly – Vilas Co received a JEM grant to pay for radio ads and messaging on safety and cooperation/collaboration.

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

- Deferred to full Council meeting.

### 7. Snow Reports

- Keeping this up to date is very important.

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

- Southern trails were open 10 to 14 days.
- Many younger snowmobilers were coming into the southern part of Wisconsin, staying on trails, spending money and filling hotels.

### 9. Geofencing tools for clubs

- Everyone is being tracked right now, via phones, social media, tracking clicks, etc. It's possible to track that maps are being accessed from Missouri for example – now you know that you can advertise in Missouri. Clubs, tourism campaigns, etc. can talk to local hotels and ask if they are willing to share the state of residence/CC that stay during a big snow event, so that they know we can target advertising. Can even customize google ads for people who have entered your territory (geofence). Travel Wisconsin already takes advantage of this. Example – Drew found a big influx of visitors from Dallas Fort Worth TX in October. They are coming for dairy expo. Can customize tourism messaging in Dallas in Sept.

### 10. What tools are you using and what is working best for you?

- QR Code use has expanded significantly over the last couple of years

### **11. Current Legislative Action**

- None

### **12. Housekeeping and Wrap-Up**

- Drew has a county board presentation on snowmobiling and tourism, and willing to attend your local county board meetings to present.
- Can Drew lobby for a position to do more analytics on where visitors come from and why? Currently short staffed.

### **13. Adjourn**

**Motion to adjourn by Sue, 2<sup>nd</sup> by Lynsey. MOTION PASSED**