



## Snowmobile Recreational Council Tourism Committee Meeting Minutes

Monday, August 26<sup>th</sup>, 2024

Rib Mountain Conference Center & Dales Weston Lanes, Weston and via Zoom

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

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

**DNR staff attendance:** Jillian Steffes, Pat Anderson, Kurt Byfield, Chris Halbur, Jeremy Holtz, Jeff Pennucci

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

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

### 2. Agenda Repair

Motion to replace agenda # 7 w/ Impact of Low/No Snow Winter by Abby, 2<sup>nd</sup> by Holly. MOTION PASSED

### 3. Approval of Previous Meeting Minutes

Motion to adopt previous meeting minutes by Sue, 2<sup>nd</sup> by Lynsey. MOTION PASSED

### 4. Committee Chair Comments

- Abby Haas – None

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

- Deferred to full Council meeting, Drew not in attendance today

### 6. Snow Reports

- Snow reports were kept up to date over the last winter, contributors were encouraged to hit save even if no change so that it shows as recently updated. Trail closures due to accidents were also kept up to date.

### 7. Impacts of low/no snow winter

- Northern businesses hurt, really count on that winter revenue. Sayner Pub for example was \$1 million down in revenue. Some areas came up with alternate entertainment such as hockey tournaments and ATV/UTV road route pub runs. Vilas Co opened up a section of snowmobile trail to ATVs/UTVs (which they normally don't) to do some group rides, so good cooperative efforts between Snow and ATV/UTV.
- Conversely, Sheboygan Co gas stations actually ran out of fuel. Dane County hotels were fully booked during open trails. Resulted in increased business support to the trails/clubs.

### 8. Public Comments

- None

### 9. Committee Member Issues

- Holly Tomlanovich
  - Be sure to use all your social media tools and encourage your counties, clubs etc to do the same.
- Abby Haas
  - Dept of Tourism has a report that shows \$26.5 billion in revenue generated by tourism in 2023! In future, will try to capture the detail of amount attributed to outdoor recreation.

### 10. Housekeeping and Wrap-Up

- None

**11. Adjourn**

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