



Snowmobile Advisory Council Tourism Committee Meeting Minutes

Monday, August 29th, 2022

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

Committee Members Present: Abby Haas - Chair, Lynsey Burzinski, Bev Dittmar, Bob Lang, Dale Mayo, Sue Smedegard, Lee VanZeeland, Leon Wolfe

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 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** – 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)

- **Snow Report** – If you are snow reporter, watch for an email in October from Drew and Jeff Anderson (Tourism) to get the details on how you can help support the coming winter’s snow report. Snow report is very highly visited, so accuracy is important. If you need a last minute update during the winter, contact Drew directly and he will change the report.

- **Fall Color Report** – launching this week. Season moves fast, ~ 6 weeks. Snow report will launch following Thanksgiving.

- Abby and Drew have drafted up some talking points to address FAQs regarding who is the Snowmobile Council, and trail pass sales numbers. Safety training class #'s also included. If you have updates, please share with Abby and Drew.

7. Snow Reports

- Addressed during Tourism update above.

8. Other advertising/media tools to utilize

- Tavern League of Wisconsin suggested customized bar coasters. Can include a QR code that customers can scan and bring them right to the local trail map, etc. Very affordable, and effective way to share the trail map or other publicity info that you want customers to see. Abby distributed 4,000 of them in one summer for the ATV trail map in Lafayette County, and bars are already requesting more. Generated 5,000 clicks on the QR code. County GIS departments can help you create the QR code.



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9. Encouraging more organizations to promote snowmobiling

- Going into the second round of snowmobile friendly community applications, original communities apply again. Continue to make sure businesses that aren't DIRECTLY involved are aware of the tourism snowmobiling brings into the community. Coffee shops, boutique shops, etc. Also consider presenting to county or community boards a presentation on the tourism benefits of snowmobiling.
- There hasn't been a solid economic impact study in quite some time, but some numbers can be extrapolated based on # of machines registered. Contact Drew if you want some economic impact numbers. Anecdotal stories are also very powerful – named businesses talking about being about to pay the mortgage, etc after a good snow season. Sharing these stories is important to helping the general public understand the positive impact of snowmobiling.

10. Current Legislative Action

- Early discussion on the topic of posting directional signs with named businesses on state land. Nothing legislative yet.

11. Housekeeping and Wrap-Up

- Add acceptance of previous meeting minutes to future agendas.

12. Adjourn

Motion to adjourn by Sue, 2nd by Leon. MOTION PASSED