



Snowmobile Advisory Council Tourism Committee Meeting Minutes

Tuesday, August 29th, 2023

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, Jacob Holsclaw, Cathy Burrow, Kurt Byfield, Pat Anderson, 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. **Approval of Previous Meeting Minutes**

Motion to adopt previous meeting minutes by Sue, 2nd by Lee. 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**

- Keeping this up to date is very important. More updates tomorrow.

7. **What tools are you using and what is working best for you?**

- New social media platform “Threads” out there – image based much like Instagram. Twitter relabeled “X”. Facebook continues to be the #1 social platform communication tool for snowmobilers.
- Coasters w/ QR Code seem to be taking off as a tool - more coasters in circulation for clubs and rental businesses. Nathan and GTS willing to partner with clubs to link users back to the club and local businesses in that area as well. Very cost effective, Abby bought 2,000 for \$300. Further presentation on the AWSC website, or contact Abby for more info.

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4/20/2022



Cyan Magenta Yellow Black Die Line

4 sq

131169 Lafayette Version 1 Back

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Cyan Magenta Yellow Black Die Line

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- AWSC Snowmobile Friendly Communities – 31 communities right now, 6 are renewals.

8. Public Comments

- None

9. Committee Member Issues

- None

10. Housekeeping and Wrap-Up

- None

11. Adjourn

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