



## **Snowmobile Advisory Council Tourism Committee Meeting Minutes**

Monday, August 30<sup>th</sup>, 2021

Dale's Weston Lanes, Weston, Wisconsin

And via Zoom

Committee Members Present - Committee Members Present: Abby Haas - Chair, Bev Dittmar, Tom Chwala, Bob Lang, Dale Mayo, Sue Smedegard, Leon Wolfe

Dept of Tourism staff attendance: Drew Nussbaum

Other Council Members Present: Joel Enking, Gary Hilgendorf, Mike Holden, Erica Keehn, Sam Landes, Andy Malecki, Don Mroteck

DNR staff attendance: Jillian Steffes, Faith Murray, Annie Loechler, Kurt Byfield, Jeff Pennucci

Public attendance: Members of the public

### **1. Call to order at 15 minutes after the LE & Safety Committee adjourned.**

### **2. Agenda Repair**

- None

### **3. Public Comments**

- None

### **4. Committee Chair Comments – Abby Haas**

- Made video on how to install GPS unit in groomer. Out on social media. Best way to find it is to go to Groomer Tracking Systems Facebook page and find the video posted there.

### **5. Committee Member Issues**

- Sue Smedegard has been appointed to the Office of Outdoor Recreation Committee.

### **6. Tourism Update – Drew Nussbaum (Dept of Tourism)**

- Summer tourism has been strong. Lots of out-of-state visitors.
- State fair attendance was down, but weather was not cooperative. Late start to the fair also impacted attendance.
- Labor market is slowing tourism numbers as businesses have to adjust operating hours to accommodate staffing shortfalls.
- Predicting snowmobile season will be strong if the snow is there.
- Need winter snow reporters for the coming snow season.
- Safety messaging may not be joint-published by DNR and Tourism in future.
- Destination Marketing \$15 million funds now available.

### **7. Ways to Improve Mapping**

- Print maps are still very popular. Many counties/clubs do have a PDF copy of their map online. Ideally, counties should list on their snowmobiling webpages indicating WHERE maps can be purchased locally (ie, name and address of businesses selling maps).
- Smartphone apps such as Groomer Tracking Systems, Polaris, etc. have great quality online navigation. Ideally, getting businesses (where to stop, sponsorship, etc) would be great to get incorporated into Groomer Tracking Systems app.
- Visitors from out-of-state are looking for a statewide online map for trip planning purposes in the off-season. Doesn't have to be highly precise, but simply allow them to pick a location they want to travel to, and they can buy print maps locally when they arrive. Groomer Tracking Systems desktop version doesn't have a good quality statewide map for this purpose, is this something that could be done?

## **8. Engaging Businesses in Local Clubs**

- Traditional business support continues to be strong – from restaurants, taverns, hotels, gas stations, etc.
- Clubs need to learn how to sell themselves and the industry to the local businesses. Needs to be a common theme at the AWSC and WATVA meetings.
- Other businesses benefit from snowmobilers, especially destination travelers. Many snowmobilers stay in one location for multiple nights. Visitors will want to enjoy other activities beyond just the snowmobiling, such as boutique stores, coffee stores, etc. Clubs should reach out to those as well.
- One idea – have snowmobile club members snowmobile to a supporting business, take a photo in front of the business thanking them for their support, and post on social media tagging the business.

## **9. Encouraging More Organizations to Promote Snowmobiling**

- Snowmobile clubs should be reaching out to local chamber of commerce, local tourism, etc to ask for help promoting the trails.
- Engage with other rec clubs in the area for cross promotion, such as ATV club.

## **10. Current Legislative Action**

- None

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

- None

## **12. Adjourn**

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