



TOURISM MINUTES | Tuesday May 11, 2021 | 10:30 AM | Green County Courthouse

Present: Karl Blumer, Donna Douglas, Barb Krattiger, Gary Neuenschwander, Joan Winn Rufenacht, Noreen Rueckert. Absent: Paul Fredrickson, Harvey Kubly.

Karl Blumer motioned to approve the minutes from September 8, 2020. Joan Winn Rufenacht seconded. Motion carried with no dissenting votes.

Joan Winn Rufenacht motioned to approve the bills. Donna Douglas seconded. Motion carried with no dissenting votes.

Noreen Rueckert provided an overview of the Wisconsin Tourism Grant for \$38,750: "Embrace the Green Space" set of maps, video and photo shoots, radio, billboards, social campaign with Madden Media for \$18,000 which included Google ads, Google video, Facebook and Instagram.

The committee discussed signage being proposed and other topics related to the Cheese Country Trail. Karl Blumer (Green County rep to the Tri County Trails Commission) shared information related to costs, funding model, and budget for the trail.

Barb Krattiger provided information regarding discussion and possible action to update the county zoning ordinance for rural land currently in ag use areas. The goal is to provide guidelines so land owners will be aware of what is allowed, and what types of uses require additional permitting.

Noreen Rueckert provided an overview on the Wisconsin Tourism Conference that was held online this year.

Due to COVID, Green County Tourism carried over \$24,000 in non-lapsing funds from 2020.

Noreen Rueckert provided an overview on a Visitor Profile Study – which will provide updated data (and deeper data than we get from Wisconsin Department of Tourism – which is just focused on spending and not traveler origin). The study will provide data on number of travelers, destination of origin, length of stay, and behavioral demographics. This information will assist in making better informed marketing decisions.

Green County Tourism's website is being refreshed. The site remains consistent with the brand and colors – but is stepping away from tagline "there's an art to it" and now using "eat drink yodel" which is a better fit specific to tourism. The site will be simplified. An added feature is "Stories" – to amplify social content and increase engagement. The Barn Quilts website will be deleted, and barn quilt info is being migrated to new site.

Ad prices were reduced for the 2021 Green County Visitor + Activity Guide. Quantity of ads sold was very similar to previous years. Invoice from graphic designer was less this year, and fewer guides were printed. Costs should be covered with about \$1500 in profit anticipated.

Marketing plans for 2021:

- COOP WI Dept Tourism
 - SEM – search engine marketing June thru October
 - Sponsored Article – includes travel writer visit and photo shoot – focus on Wine, Beer, Cheese+ outdoor entertainment
 - Social Post – June – Green Space – Pearl Island
 - Social Post – August – Kelch Aviation Museum
- Print
 - Our Wisconsin Magazine
 - Midwest Living (includes reader referral)
 - Good Housekeeping and Women’s Day – regional run Chicago
 - CTM brochure distribution
 - Journal Topics Newspaper (Chicago) – insert visitor guide, half page ad, “sticky note” program
- Radio
 - Big Radio – trade
 - Other radio – to be determined
- Social/Online
 - Working on 2021 social calendar for promoting to Facebook and Instagram
 - Madden Media – social campaign – content for three stories, plus promotion and distribution of stories through Google ads, Google video, Facebook and Instagram

Noreen Rueckert provided an overview of public relations and other miscellaneous projects worked on.

Noreen Rueckert reported on the class she is taking online through Madison College – Adobe Lightroom – which combines photo editing with photo storage management, sorting and sharing.

Community Updates were provided by Karl Blumer (tubing season is coming), Donna Douglas (National Historic Cheesemaking Center is now open and people are enthusiastic about the opportunity to visit), and Gary Neuenschwander (Green County Historic Museum might not open this year due to problems with ceiling...city of Monroe owns the building and is working on it...)

Karl Blumer motioned to adjourn. Joan Winn Rufenacht seconded. Motion carried with no dissenting votes.