

Presenter/ Time	Agenda Item	Key Points	Outcomes, Next Steps, Assignments
	Call to Order 5:00	<p>Members Present: Michelle Martin, Bev Dittmar, Steve Moran, Tourism Liaison: Drew Nussbaum.</p> <p>Members Absent: Larry Erickson, Lee Van Zeeland</p> <p>Others Present: Cathy Burrow, DNR, members of the public and other council members.</p>	
	Chair Remarks	<p>Martin welcomed everyone. The July flooding will have an impact on tourism in regard to the snowmobile trails. There's been a lot of great discussion from this committee; thank you to everyone who has been involved.</p>	
	Acceptance of Minutes of Previous Meeting		<p>Steve moved to accept the minutes of the previous meeting. Bev seconded. Motion passed.</p>
	Public Comments	None	
	Travel Wisconsin marketing & Tourism remarks	<ul style="list-style-type: none"> • 1000 items on TW.com for snowmobiling search • Generic search of “snowmobiling in Wisconsin” yields: <ul style="list-style-type: none"> ○ TW.com/things to do ○ TW.com/snowreport ○ DNR.com/snowmobile ○ Eagleriver.org • Generic search of “snowmobiles in Wisconsin” yields: <ul style="list-style-type: none"> ○ TW.com/things to do • Generic search of “snowmobile trails in Wisconsin” yields: <ul style="list-style-type: none"> ○ TW.com/snowreport ○ Snowtracks.com • Generic search of “Wisconsin snowmobile map” 	

		yields: <ul style="list-style-type: none"> ○ TW.com/snowreport ○ www.sco.wisc.edu/find-maps/snowmobile-trails.html ○ www.awsc.org/Trails-Trail-Passes ○ northwisconsin.com/publications/atv-snowmobile-corridor-... 	
	Youth in Snowmobiling	<ul style="list-style-type: none"> • Facebook is good, all clubs should have a page. • Mary Holden, former CAOS leader explained the CAOS philosophy, give the youth responsibility and opportunities and when they become adults they'll be ready for leadership positions, in snowmobile clubs and beyond. They've put flyers in schools. • Andy – their club gives kids that take safety education classes a complimentary membership and pay for a year of AWSC membership so they get the magazine. • Sam – in Dane County they talk about clubs/trails, etc. • Dave talked about a club that sets up a booth on a lake at an ice fishing event and takes people out on rides. 	
	Snowmobile Club PR	<ul style="list-style-type: none"> • Interactive mapping • Tweeting • Clubs need to do the advertising • Tumblr • Instagram • Michelle – Need to put together some best practices to get out to the clubs to share all these good ideas. • She also mentioned that we're clearly not using TW to its fullest potential and if nothing else, we should make sure we do more of that. 	If anyone has interest in sitting on this committee or just ideas that you would like to know. Send to Michelle.
	Business education for attracting snowmobilers	Sam – Snowmobiling needs an Economic Impact Study.	Include link from last year's minutes.
	Trail Pass Impact on Tourism	There were a lot of negative worries about what the impact would be. Turned out not to be so bad.	
	Next Meeting		
	Adjourn		Bev moved to adjourn Steve seconded.

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