

Presenter/ Time	Agenda Item	Key Points	Outcomes, Next Steps, Assignments
	Call to Order	<p>Members Present: Michelle Voight, Bev Dittmar, Larry Erickson, Lee Van Zeeland, Steve Moran, Dan Timmerman, Tourism Liaison: Drew Nussbaum. Absent: Matt Harter</p> <p>Others Present: Cathy Burrow, DNR, members of the public and other council members.</p>	
	Chair Report	Michelle Voight introduced Drew. He spoke of his interest in and some of his ideas of how and how not to promote snowmobiling to the millennials.	
	Public Comments	Cathy asked to add accepting the minutes of the previous meeting to the agenda.	
	Acceptance of Minutes of Previous Meeting		Dan moved to accept the minutes of the previous meeting. Steve seconded. Motion passed.
	Committee Member Comments	None.	
	Dept. of Tourism Liaison comments	Drew spoke of the partnership that just happened between Tourism and AWSC at the state fair. Dept. of Tourism is back to doing trade shows again and he wants to keep promoting snowmobiling as much as possible.	
	Snowmobile Registration & Trail Pass Changes PR	<p>Michelle is hearing from regional and local tourism directors that the message isn't clear. We need a short and sweet message to get out to those tourism directors.</p> <p>Dave passed out the joint DNR/AWCS flyer.</p> <p>Lee said – we need to get the word out to the snowmobilers who aren't up for renewal. Those are the</p>	Michelle asked Dave if he'd be willing to work with her and Drew to put together a simple PR piece for the regional tourism directors and for Tourism's web site. Drew said yes.

		<p>ones who haven't been contacted yet.</p> <p>Drew suggested talking points for each club and that they could contact their local TV, radio and newspaper to speak about those issues.</p>	
	<p>Promoting the Sport of Snowmobiling</p>	<p>AWSC already has their fall workshops set up. But would like to have Drew come to the general session and talk about how to promote themselves and do PR as a club.</p> <p>Drew talked about a different message for the non-snowmobilers. Marketing that a different way to the public and to the youth.</p> <p>Drew mentioned an introductory ride for non-snowmobilers would be great. Like a VIP ride for non-snowmobilers.</p> <p>Do Learn to Ride events for kids.</p> <p>Local chambers & tourism contacts need to know about these events when they do occur.</p> <p>Clubs need to promote themselves about how much fun they have and how much fun snowmobiling is.</p> <p>Dan asked about if Tourism markets much to other countries. Drew said they are more as a response to inquiries because they don't have enough advertising budget to go into those markets.</p> <p>Drew would like to bring in the restaurant association, lodging association into snowmobiling PR piece.</p> <p>Drew offered to get directly involved. When you see someone doing it right: a club, a restaurant, a hotel – let Drew know. He'll meet them and promote them and feature them which will also promote the sport.</p> <p>Sam mentioned social media and clubs that are already doing a good job. He pointed out to Dan that hi area is</p>	<p>Action Items:</p> <ul style="list-style-type: none"> a) General PR article b) FYI article c) Club pointers d) Education for businesses

		<p>underutilized for snowmobiling and they have been getting snow so it's a ripe area for promoting the sport.</p> <p>Mike Holden spoke about some of the things the AWSC has been doing with the youth groups.</p>	
	Snowmobile Economic Impact Study	<p>Cathy didn't have any luck tracking anyone down who could or would work on an EIS for snowmobiling.</p> <p>Drew needs more information on the secondary impacts of snowmobiling. Not just the direct recipients: hotels, restaurants, bars – but the other areas: museum, grocery store, etc., that benefit from snowmobiling also. But he doesn't want to see</p> <p>Sam said go on the Tri-County Commission website: Look for Cheese Country trail on the web to see one that was headed by UW Extension Recreational Study Specialist Dave Marcouiller. http://green.uwex.edu/community-development/cheese-country-trail-survey/ He or Dave are going to find out what that study cost.</p> <p>Drew: If you're going to find and spend the money on an EIA– have a plan on what you're going to do with it.</p> <p>Dave talked about the snowmobile friendly communities. Copy attached to minutes.</p>	
	Next Meeting	<p>Statewide maps. Instead of a statewide map – do a regional map. The region benefits and can pay for it.</p>	
	Adjourn		<p>Dan moved to adjourn Larry 2nded. Motion passed.</p>