



## WISCONSIN LEGISLATURE

Secretary-designee Sara Meaney  
Wisconsin Department of Tourism  
201 W. Washington Avenue  
Madison, WI 53703

Dear Secretary-designee Meaney:

We are writing to request an immediate meeting of the Governor's Council on Tourism to create a plan for re-opening Wisconsin's tourism and hospitality industry prior to May 26. As many have observed, including the Tourism Federation of Wisconsin, extending the Governor's Stay-at-Home order until May 26 without a specific plan for reopening is devastating to the entire tourism industry and its employees.

As you are aware, the Tourism Federation of Wisconsin has requested that Governor Evers immediately create a bi-partisan commission including businesses and tourism leaders to create a plan for opening prior to May 26. As time is of the essence, the Governor's Council on Tourism can, and should serve in this capacity. The Council already has bi-partisan representation from both legislative chambers and the Governor, as well as representation from across the tourism and hospitality industry in its membership, with the ability to gather input from additional stakeholders.

To observe both social distancing, as well as accommodate time constraints, the Council should meet remotely by video chat as it did last fall and as so many other boards and commissions have done in the past month. We are willing to meet as often as necessary to ensure recommendations are in place by the end of the month.

Last week, you shared that the start of Wisconsin's summer advertising campaign has been pushed back from the start of May to mid-June at the earliest, without any direction from Governor Evers on when he anticipated the economy would actually re-open. If we hope to give our small businesses a chance to be able to ever open their doors again, it is imperative that we give them standards, benchmarks and certainty, to allow them to plan. It is unacceptable to hold the livelihoods of so many in limbo.

We cannot wait until May 26 to reopen our state. The decision of Governor Evers to extend the shutdown for more than a month without a plan for reopening is a mistake. One that many of our family owned tourism and other small businesses will never recover from. We need to give our

tourism and hospitality businesses hope that they will soon be able to welcome visitors again. We hope to hear from you as soon as possible regarding our request.

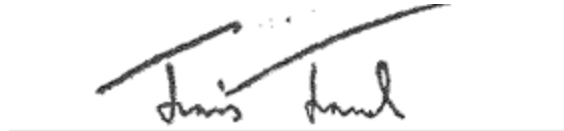
Sincerely,



State Senator André Jacque

Chair, Senate Committee on  
Local Government, Small Business,  
Tourism & Workforce Development

Member, Governor's Council on Tourism



State Representative Travis Tranel

Chair, Assembly Committee on Tourism

Member, Governor's Council on Tourism