



**State of Wisconsin  
Governor's Council on Tourism  
Joint Effort Marketing (JEM) Committee**

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Madison, WI 53703  
608-266-7621

**Paul Upchurch, Chair**

RELEASE: Immediate  
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**ADVISORY TO THE MEDIA:**

The Joint Effort Marketing (JEM) Grant Committee will meet at 2:00 PM on November 28, 2018. The meeting will be held via teleconference at the Wisconsin Department of Tourism, 201 West Washington Avenue, Madison, WI 53703. Paul Upchurch, Milwaukee, will chair the meeting. The public and press are welcome to attend.

**Agenda  
Governor's Council on Tourism  
JEM Committee  
November 28, 2018  
Department of Tourism  
Madison, WI**

1. Introductions
2. Approve September JEM Minutes
3. Review of November JEM Applications
  - a. 4th Annual Sturgeon Spectacular - YR2, Existing Event, Destination Lake Winnebago Region
  - b. 4th of July Celebration - Lake Geneva, New Event, Lake Geneva Business Improvement District
  - c. APT Presents Art in the Woods, New Event, American Players Theatre
  - d. Blue Hills Bar-B-Q Fest, New Event, Barron County Cooperative Agricultural Society
  - e. Blue Ox Music Festival, Existing Event, Visit Eau Claire
  - f. Country Boom, Existing Event, Country Boom Foundation
  - g. Driftless Outdoors Show - YR2, New Event, La Crosse County Convention & Visitors Bureau
  - h. Folk School at Folklore Village, New Event, Folklore Village
  - i. Guitar: The Instrument that Rocked the World, One-Time/One-of-A-Kind, History Museum at the Castle
  - j. Lifefest 2019, Existing Event, Life Promotions
  - k. Maker & Muse: Women & Early 20th Century Art Jewelry Exhibition, One-Time/One-of-A-Kind, Paine Art Center & Gardens
  - l. Milwaukee Museum Week, New Event, Milwaukee County Historical Society
  - m. Oshkosh Restaurant Week, Existing Event, Oshkosh Convention & Visitors Bureau
  - n. Rusk County Rodeo – YR2, New Event, Rusk County Rodeo, Inc.

- o. Western Extreme Skijoring Event, New Event, Rice Lake Tourism & Retail Development
- p. Wisconsin Farm Technology Days 2019, Existing Event, Wisconsin Farm Technology Days

#### 4. Adjournment