

BOARD OF DIRECTORS

The Board of Directors is the governing body of the Bureau and is authorized to adopt Bureau rules, regulations and policies.

The Board consists of 15 members elected by the various Divisions, a Dells River District Representative plus any Guaranteed Attraction Seats. The 15 members serve a two-year term. The Dells River District Representative serves on the Board until a new representative is appointed.

Accommodation Division

2010 Directors

Dawn Baker, 71 - 299 units
Baker's Sunset Bay Resort

Jill Diehl, President, 71 - 299 units
Copa Cabana Resort Hotel & Suites

Joe Eck, 300+ units
Wilderness Hotel & Golf Resort

Steve Pine, 300+ units
Kalahari Waterpark Resort Convention Center

Scott Kalcik, 70 units or less
Wilderness Hotel & Golf Resort

Dana Krueger, 70 units or less
Sand County Service Company

Terri Zapuchlak, 71 - 299 units
Mayflower Motel & Suites

2010 Alternates

Patti Fichter
Chula Vista Resort

Wally Czuprynko
Rhapsody Resort & Spa on Lake Delton

Attraction Division

2010 Directors

Beth Anacker, Guaranteed Seat
Ho-Chunk Casino

Tom Diehl, Director-at-Large
Tommy Bartlett Show

Ken Foster, Secretary/Treasurer, Director-at-Large
Old River & Totem Pole Mini Golf

Tim Gantz, Vice President, Guaranteed Seat
Noah's Ark Waterpark

Dan Gavinski, Guaranteed Seat
Dells Boat Tours®

JJ Gissal, Guaranteed Seat
Original Wisconsin Ducks®

Julia Luther, Director-at-Large
Dells Raceway Park

Adam Makowski, Guaranteed Seat
Mt. Olympus Water & Theme Parks

Daylene Stroebe, Guaranteed Seat
Kalahari Indoor Theme Park

Pete Tollaksen, Director-at-Large
Wisconsin Deer Park

2010 Alternates

Andy Waterman
Knuckleheads Bowling & Indoor Amusement Park

Dale Williams
H.H. Bennett Studio

Business Division

2010 Director

Jon Bernander
Bank of Wisconsin Dells

2010 Alternate

Gary Gilliland
Bank of Wisconsin Dells

BOARD OF DIRECTORS cont.

Campground Division

2010 Director

Alice Ward
Holiday Shores Camp-Resort

2010 Alternate

Brent Gasser
Yogi Bear's Camp-Resort & Water Playground

Restaurant Division

2010 Directors

Dan Collar
Monk's Bar & Grill

Mark Schmitz
Moosejaw Pizza & Dells Brewing Co.

2010 Alternate

Diane Jacobson
Culver's of Lake Delton

Shopping Division

2010 Director

Ben Borchert
Bailey's Landing

2010 Alternate

Heather Sweet
Tanger Outlet Center

Dells River District

2010 Director

Bill Brown
Dells River District

Past President

Immediate Past President

Mike Kaminski
Chula Vista Resort

COMMITTEES

To achieve the goals of the Visitor Bureau, the Board of Directors assigns specific activities to committees. The Visitor Bureau President, with the approval of the Board of Directors, appoints these committees on an annual basis. The following are brief purpose statements of each committee as well as the current committee members:

Board Nominating Committee. Recommends a slate of nominees for each division prior to the annual Board of Directors elections.

Dan Gavinski – Chair	Jill Diehl
Tom Diehl	Tim Gantz

Executive Committee. Assists the President in interpreting the policies of the Visitor Bureau and provides consultation and advice on Visitor Bureau finances to the Executive Director. The committee is comprised of the Visitor Bureau Officers, immediate past-president and Marketing Committee Chair.

Jill Diehl – Chair	
Tom Diehl	Ken Foster
Tim Gantz	Mike Kaminski

Marketing Committee. Reviews all aspects of year-round advertising and public relations campaigns. Makes recommendations on creative direction, funding and financing of advertising and media relations with interaction from the Bureau's advertising agency. Consults with the Executive Director on media and public relations to ensure the proper direction of existing programs and future opportunities.

Tom Diehl – Chair	
Ben Borcher	Dan Collar
Wally Czuprynko	Jill Diehl
Joe Eck	Patti Fichter
Tim Gantz	Brent Gasser
Dan Gavinski	Dana Krueger
Adam Makowski	Steve Pine
Heather Sweet	



Meeting & Convention Committee. Plans and advises on expenditures for the meeting and convention target markets.

John Chastan – Chair
 Brian Decorah
 Tanya Hanson
 Mark Lancaster
 Shirley Lewandowski
 Renata Prellwitz
 Shannon Timmerman

Sports Committee. Plans and advises on expenditures for the sports target market. Contributes to the strategic sales plan for the sports market.

Dan Gavinski – Chair	
John Chastan	Dan Collar
Jill Diehl	Jeff Kaminski
JD Kath	Dave Royston

Strategic Planning Committee. Prepares short- and long-term strategic plans for the Wisconsin Dells Visitor & Convention Bureau.

Jill Diehl – Chair	
Jon Bernander	Ben Borcher
Tom Diehl	Joe Eck
Tim Gantz	Brent Gasser
Dan Gavinski	Mike Kaminski
Todd elson	Heather Sweet