

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD OF DIRECTORS

November 21, 2024

Oneida County Courthouse
Rhineland, Wisconsin

MINUTES

CALL TO ORDER: Chair Brad Hamilton called the meeting to order at 10:00 a.m.

ROLL CALL: PRESENT: William Chaney, Forest County; Mike Miller, Forest County; Keri Beck, Langlade County; Greg Hartwig, Lincoln County; Ginger Deschane, Marinette County; Michael Tautges, Oneida County; Bill Korrer, Oneida County; Megan Vruwink, Stevens Point Area CVB; James Przybylski, Shawano County; Lance Pliml, Wood County; Brad Hamilton, Wood County; and Clyde Nelson, Merrill Chamber. **EXCUSED:** Chase Erickson, Florence County; Terry Poltrock, Langlade County; and Stephanie Holman, Oconto County. **ABSENT:** Ray Reser, Portage County; Jacob Hartwig, Shawano County; and Autumn Timblin, Marinette County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Chaney, second by Korrer, to approve the minutes of the September 26, 2024 meeting. Motion carried.

CHAIR'S REMARKS: Chair Hamilton discussed his intention to send a letter to non-member eligible counties asking them to join the North Central Wisconsin Tourism Partnership. All counties in the region should belong as all counties benefit from the North Central Wisconsin Tourism Partnership's regional promotional efforts.

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated November 18, 2024. Revenues in 2024 totaled \$13,036.49; expenses paid in 2024 total \$9,507.04; the account balance is \$33,017.24; and total unallocated revenue is \$19,700.28.

REPORT OF THE TOURISM COMMITTEE: Clyde Nelson discussed the upcoming strategic planning session to be held by the tourism committee in January. Sarah Diedrick-Kasdorf discussed the new and updated Google drive for the NCWTP – board members will be provided access to view the NCWTP's Google drive.

UPDATE ON 2025 MARKETING PLAN: The board reviewed the 2025 promotions budget. The North Central Wisconsin Tourism Partnership registered for two co-op offerings: Wisconsin Traveler email (summer and fall) and Round Trip with Colleen Kelly. Total cost is \$1,800. Waiting on confirmation of acceptance for programs. The tourism committee also recommends holding off on updating outdated logos and materials, as well as ordering booth supplies until after the strategic planning session is complete – if a rebrand is desired it needs to be intentional.

2025 MEMBERSHIP UPDATE: Oneida County representatives shared that Oneida County will not be renewing its membership for 2025. Reasons provided include: county has a fully-funded tourism committee; deficit; highest dues assessment of member counties; county cannot support additional tourism – worker shortage, workers cannot afford average housing prices. Discussion took place on the value of the regional partnership and how to maximize off-season opportunities.

PARTNER REPORTS: No representatives were present at the meeting from Travel Wisconsin or the Wisconsin Economic Development Corporation.

WCA UPDATE: WCA representatives reported on the following: elections, legislative agenda, In the Board Room series, February Legislative Conference, and WCA's newest employee – Collin Driscoll.

NEXT MEETING DATE AND LOCATION: The next meeting of the board will be held on January 30, 2025 in Oconto County.

ADJOURN: Motion by Chaney, second by Pliml, to adjourn. Motion carried. The meeting adjourned at 11:15 a.m.