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## **NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE**

Wednesday, October 9, 2024  
2:00 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/84165467880?pwd=aObiv2D9y3yxthReCZDOtYe6HY0Ouj.1>

Dial In:  
312-626-6799

Meeting ID: 841 6546 7880  
Passcode: 747202

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the September 11, 2024 Meeting
4. Update on North Central Wisconsin Tourism Partnership Board of Directors Meeting
5. Financial Report
6. Review of Lightburn Proposal Dated September 2024 – Website Enhancements and Continued SEO Proposal
  - A representative from Lightburn has been invited to speak.
7. Review Results from Previous SEO Campaigns – What Do the Results Mean?
8. Travel Wisconsin Co-op Participation Options
9. Discuss Strategic Planning Initiative
10. Review 2024 and 2025 Project Plans

11. Next Meeting Date (November 13, 2024) and Topics

12. Adjourn