



NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

March 11, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Keri Beck called the meeting to order at 2:01 p.m.

ROLL CALL: PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Malorie Paine, Plover Chamber; Michelle Eron, Shawano Country; Matt McLean, Visit Marshfield; and Brad Hamilton, Wood County. **EXCUSED:** Sarah Brooks, Merrill Chamber and James Przybylski, Shawano County. **OTHERS PRESENT:** Kelly Schwartz, TEDCOR (Oconto County); Jodi Maguire, Stevens Point Area Chamber; Meredith Kleker, Wisconsin Rapids Chamber; Lance Pliml, Wood County; and Christopher Jennings and Lindsey Tirmanich, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Miller, second by Paine, to approve the minutes of the February 11, 2026 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated March 5, 2026. The report was emailed out to committee members as well. Ten counties paid membership dues for 2026. Expenses paid in 2026 total \$5,820.28 (from both the 2025 and 2026 budgets); the account balance is \$41,852.22; and unallocated revenue totals \$21,170.30.

REVIEW OF PROMOTIONS BUDGET AND PROJECTS:

Madison Fishing Expo: Show not as good as Green Bay in terms of visitors looking for travel destinations; had to engage people to give away guides; more families in attendance on Sunday, a lot of men interested in purchasing fishing gear; only distributed 300 bags compared to 700 in Green Bay; lots of extra fees associated with the show. Will recommend not returning in 2027. Sarah indicated she will hold off on processing expense forms from the show until the board approves the increased rate for lodging.

Minnesota Star-Tribune Geofence Display: Malorie Paine reported. All materials were turned in on time for the project. Will follow up once data/results received.

Social Media Presence – Site Population: The state required the NCWTP to include its social media accounts on its Wisconsin Travel Guide ad. The NCWTP does not have social media, so a Facebook page and Instagram account were created. The pages are ready for content – will need to be populated when the travel guide is released May 1. The subcommittee will begin meeting to discuss content.

CREATION OF A PHOTO AND VIDEO LIBRARY: In order to assist with ad creation and social media members were encouraged to place photos and videos in the Google drive.

WEBSITE UPDATES AND ANALYTICS: Tim White requested this topic – we will discuss when he is available to attend the meeting. Michelle Eron worked on website updates – the widgets were updated due to modifications made on the state site. Committee members discussed the image at the bottom of the website – map will be a static image if we are unable to make it interactive for all member counties.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: WiGCOT starts on Sunday; Wisconsin is a top 10 state for motorcoach travel; tourism is economic development – Wisconsin ranked 23 in direct visitor spend; the Fall Color Report showed a 22.43% increase in arrivals per thousand; Snow Report tracked more than a million views; Partner Portal is live, provide feedback to Travel Wisconsin; outdoor recreation industry delivered a record \$12 billion economic impact in 2024 – third record breaking year in a row; county forest road aid; DIY economic impact program. The latest PR opportunities from Turner focus on flavorful flora and immersive outdoor adventures.

NEXT MEETING DATE AND TIME: The next meeting will be held on April 8 at 2:00 p.m.

ADJOURN: Chair Beck adjourned the meeting at 2:53 p.m.