



NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

November 13, 2024

Zoom Meeting

MINUTES

CALL TO ORDER: Vice Chair Autumn Timblin called the meeting to order at 2:02 p.m.

ROLL CALL: VOTING MEMBERS PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Collette Sorgel, Oneida County; Malorie Paine, Plover CVB; Michelle Eron, Shawano County; Matt McLean, Visit Marshfield and Michael Tautges, Oneida County. **VOTING MEMBERS EXCUSED:** Clyde Nelson, Merrill Chamber and James Przybylski, Shawano County. **NONVOTING MEMBERS PRESENT:** Kelly Schwartz, TEDCOR (Oconto County); Megan Vruwink, Stevens Point Area CVB; and Jacqui Sharpe, Three Lakes Area Visitors Bureau. **OTHERS PRESENT:** Renee Krueger, Lincoln County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Miller, second by Paine, to approve the minutes of the October 9, 2024 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated November 6, 2024. Revenue on 2024 totals \$13,036.35; expenses paid in 2024 total \$8,483.03; the account balance as of November 6, 2024 is \$34,041.11; 2024 expenses approved but not paid total \$5,147.97; 2025 approved expenditures total \$9,193; unallocated revenue totals \$19,700.14.

REVIEW OF MARKETING PLANS:

2024 Marketing Plan/Budget: Need invoice from Marinette County for the 2025 Green Bay RV & Camping Show booth registration. There is still one outstanding reimbursement from the Green Bay show – need response on receipts. Two outstanding invoices from Heibing – December to be prepaid as they need to close out books by the end of the year.

2025 Marketing Plan/Budget: The committee discussed the 2025 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 The committee also decided to hold off on updating outdated logos and materials, as well as ordering booth supplies until after the strategic planning session is complete – if a rebrand is desired it needs to be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. Autumn will reach out to Boyle Designs to obtain access to our current graphics.

STRATEGIC PLANNING INITIATIVE: Malorie Paine updated committee members on the planning session that occurred in preparation for the committee's strategic planning initiative. Sarah will send out a Doodle poll to determine a date for the full committee's strategic planning session. Strategic planning will take place in mid-late January at a central location.

DEPARTMENT OF TOURISM/TRAVEL WISCONSIN UPDATE: Christopher Jennings was unable to attend but sent a written update (see attached).

NEXT MEETING DATE AND TOPICS: The next meeting will be held on Wednesday, December 11, 2024 at 2:00 p.m.

ADJOURN: Motion by Maletzke, second by Paine, to adjourn. Motion carried. The meeting adjourned at 3:00 p.m.