



## **NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD OF DIRECTORS**

January 30, 2025

Oconto County Courthouse  
Oconto, Wisconsin

### **MINUTES**

**CALL TO ORDER:** Chair Brad Hamilton called the meeting to order at 10:05 a.m.

**ROLL CALL: PRESENT:** William Chaney, Forest County; Mike Miller, Forest County; Keri Beck, Langlade County; Terry Poltrock, Langlade County; Greg Hartwig, Lincoln County; Ginger Deschane, Marinette County; Stephanie Holman, Oconto County; Megan Vruwink, Portage County; James Przybylski, Shawano County; Lance Pliml, Wood County; Brad Hamilton, Wood County; and Clyde Nelson, Merrill Chamber. **EXCUSED:** Autumn Timblin, Marinette County. **ABSENT:** Chase Erickson, Florence County; Ray Reser, Portage County; and Jacob Hartwig, Shawano County. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin and Jim Rosenberg, WEDC. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Pliml, second by Chaney, to approve the minutes of the November 21, 2024 meeting. Motion carried.

**CHAIR'S REMARKS:** Chair Hamilton discussed the crazy winter we have been having in Wisconsin – the lack of snow is difficult for the winter tourism season.

**NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed the financial report provided to members. At the end of 2024, the account balance was \$32,970.02. As of January 28, 2025, revenues totaled \$9,243; expenses paid in 2025 totaled \$1,470; the account balance was \$40,743.02; and unallocated revenue totaled \$28,943.54.

**REPORT OF THE NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE:** Clyde Nelson, chair of the Tourism Committee reported that the North Central Wisconsin Tourism Partnership had a booth at the Green Bay RV & Camping Expo that runs from January 30 – February 2. The strategic planning session was delayed due to the facilitator's family emergency. Clyde also shared that the Merrill Chamber recently attended



a trade show in Iowa that was well attended – people were looking for info on snowmobiling, UTV/ATVs and paddling.

**REVIEW THE 2025 MARKETING PLAN:** Sarah Diedrick-Kasdorf reviewed the budget/marketing plan as adopted by the board. We will have a Wisconsin Traveler email ad to be sent on May 22. We will not know until April if we were selected for *Round Trip with Colleen Kelly*.

**2025 MEMMBERSHIP UPDATE:** Eight of the nine counties that are participating in the NCWTP in 2025 paid their dues for 2025 – Shawano County's dues are coming.

**PARTNER REPORTS:**

**Travel Wisconsin:** Christopher Jennings reported on the following: there is no snow but the ice fishing is outstanding; the JEM grant deadline is February 1, WIGCOT will be held in March, registration is open; winter campaign launched – focus on digital billboards.

**WEDC:** Jim Rosenberg discussed the Vibrant Spaces Grant.

**WCA REPORT:** Sarah Diedrick-Kasdorf discussed the following: CAP Team meeting, WCA's legislative priorities, WCA Legislative Conference to be held February 25-26, funding freezes at the federal level, state general fund revenue estimates, March NACo Legislative Conference.

**NEXT MEETING:** The next meeting is scheduled for March 27, 2025.

**ADJOURN:** Chair Hamilton adjourned the meeting at 10:55 a.m.