

## NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

October 8, 2025

Zoom Meeting

### MINUTES

**CALL TO ORDER:** Keri Beck was elected temporary chair. Chair Beck 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); Michelle Eron, Shawano Country Tourism; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **VOTING MEMBERS EXCUSED:** Clyde Nelson, Merrill Chamber; Malorie Paine, Plover CVB; and Matt McLean, Visit Marshfield. **OTHER MEMBERS PRESENT:** Megan Vruwink, Stevens Point Area CVB and Meredith Kleker, Wisconsin Rapids Area CVB. **OTHERS PRESENT:** John Pavelski, Portage County, Renee Krueger, Lincoln County; and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Hamilton, second by Przybylski, to approve the minutes of the August 13, 2025 meeting. Motion carried.

**FINANCIAL REPORT:** There were no modifications to the report dated September 2, 2025.

**REVIEW OF 2025 MARKETING PLAN:** The *Round Trip with Colleen Kelly* podcast is currently available. The link to listen is on the agenda. Thanks to Malorie Paine for serving as project lead and appearing on the show.

**REVIEW OF SEPTEMBER 10, 2025 PLANNING SESSION:** Notes from the planning session were included in the meeting packet. Meeting highlights are as follows:

- Need for an updated logo – ask the board for \$6,000 for logo creation
- Ask board to allocate an additional \$1,000 (\$2,000 total) for booth materials and giveaways
- Recommend a half-page ad in the Wisconsin Travel Guide
- Creation of a subcommittee to discuss a social media presence

- Recommend participation in the Travel Wisconsin 2026 Co-op Program – Minnesota Star-Tribune Geofence Display
- Possible participation in one additional trade show

#### **UPDATE ON SEPTEMBER NORTH CENTRAL WISCONSIN TOURISM**

**PARTNERSHIP BOARD MEETING:** At their September meeting, the North Central Wisconsin Tourism Partnership board considered the requests from the September planning session. The board approved the following: spending from the unallocated reserve of \$750 for Madison or La Crosse trade show registration, \$6,000 for a logo update, and \$4,000 for a half-page ad in the 2026 Wisconsin Travel Guide. The board also approved reallocating \$1,000 in underspending from the 2025 show travel reimbursement line item to increase spending on booth materials from \$1,000 to \$2,000.

**2026 BUDGET DISCUSSION:** Sarah Diedrick-Kasdorf shared that the North Central Wisconsin Tourism Partnership board will need to adopt the 2026 budget at its November meeting. A final recommendation will need to be adopted at the committee's November meeting. A proposed budget was presented based on the discussion at the planning session.

**REVIEW OF RFP SUBMISSIONS FOR LOGO CREATION:** Three RFPs were reviewed by the tourism committee. Motion by Przybylski, second by Maletzke, to accept the proposal from Adam Nelson at an amount not to exceed \$4,750. Motion carried.

A subcommittee was created to work with Adam Nelson. Members of the subcommittee are Michelle Eron, Ann Maletzke, Autumn Timblin and Sarah Diedrick-Kasdorf.

#### **TRAVEL WISCONSIN UPDATE:**

2026 Travel Guide: Sarah will sign up the North Central Wisconsin Tourism Partnership for the 2026 guide.

Christopher Jennings reported on the following: increased traffic to the Fall Color Report and other pages on the Travel Wisconsin website; good participation in the Fall Color Report, important to continuously refresh the site as area gets close to peak; state took over Clear Channel billboards in Chicago, Minneapolis, and Chicago the first day of fall – 15 minutes during rush hour; 2026 co-op program launched October 2, assured that additional packages will be available in the coming months; 2026 Travel Guide will be the state's sole print publication.

**NEXT MEETING DATE AND TIME:** The next meeting will be held on Wednesday, November 12, 2025 at 2:00 p.m. A new tourism committee chair will need to be elected at the November meeting.

**ADJOURN:** Motion by Przybylski, second by Hamilton, to adjourn. Motion carried. The meeting adjourned at 3:02 p.m.