

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

March 12, 2025

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Clyde Nelson called the meeting to order at 2:02 p.m.

ROLL CALL: PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Clyde Nelson, Merrill Chamber; Autumn Timblin, Marinette County; Malorie Paine, Plover CVB; Michelle Eron, Shawano County; Matt McLean, Visit Marshfield. **EXCUSED:** Ann Maletzke, Spur of the Moment Ranch (Oconto County); James Przybylski, Shawano County; and Brad Hamilton, Wood County. **OTHERS PRESENT:** Renee Krueger, Lincoln County and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Beck, second by Timblin, to approve the minutes of the February 12, 2025 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated March 11, 2025 that was emailed to committee members. In 2025, revenues total \$10,441.14; expenses paid in 2025 total \$1,755.59; the account balance is \$41,655.57; and unallocated revenue totals \$32,748.16.

REVIEW OF 2025 MARKETING PLAN:

Consideration of Attendance at WATVA Expo: Tourism committee members discussed the pros and cons of attending the WATVA expo the first weekend in May. Discussion centered on expo hours, promotion (as part of a conference), expected attendance, staffing. The committee decided to forgo attendance and seek feedback on the event to determine if the North Central Wisconsin Tourism Partnership tourism committee recommends attendance at the 2026 expo.

Other Potential Projects: Additional projects to be determined following the strategic planning session.

STRATEGIC PLANNING SESSION: The strategic planning session will be rescheduled to a date in April. Watch your emails for a Doodle poll and meeting announcement.

DEPARTMENT OF TOURISM/TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: Governor's budget recommendations related to tourism – creates film office, makes permanent the office of outdoor recreation, \$35 million in marketing (still below national average); next grant deadline is April 1; Travel Wisconsin will no longer produce twice a year print publications – shifting everything to the travel guide (March '26 – February '27); summer campaign webinar on March 26; holding a draft sweepstakes in partnership with ESPN; Crowdriff; "What's New?" running survey in The Scoop.

ADJOURN: Motion by Eron, second by Paine, to adjourn. Motion carried. The meeting adjourned at 2:41 p.m.