

## **NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE**

October 9, 2024

Zoom Meeting

### **MINUTES**

**CALL TO ORDER:** Chair Clyde Nelson called the meeting to order at 2:00 p.m.

**ROLL CALL: VOTING MEMBERS PRESENT:** Mike Miller, Forest County; Keri Beck, Langlade County; Clyde Nelson, Merrill Chamber; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Collette Sorgel, Oneida County; Malorie Paine, Plover CVB; and James Przybylski, Shawano County. **VOTING MEMBERS EXCUSED:** Michael Tautges, Oneida County. **VOTING MEMBERS ABSENT:** Autumn Timblin, Marinette County; Michelle Eron, Shawano Country Tourism; and Matt McLean, Visit Marshfield. **NONVOTING MEMBERS PRESENT:** Meredith Kleker, Visit Wisconsin Rapids. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin and Lance Pliml, Wood County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Przybylski, second by Paine, to approve the minutes of the September 11, 2024 meeting. Motion carried.

**UPDATE ON NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD MEETING:** Sarah Diedrick-Kasdorf stated that the North Central Wisconsin Tourism Partnership Board of Directors adopted the partial budget as proposed by the Tourism Committee, as well as provided budgetary/line-item flexibility as long as the overall spend does not exceed the budgeted amount.

**FINANCIAL REPORT:** There were no changes to the prior month's financials.

**REVIEW OF LIGHTBURN PROPOSAL – WEBSITE ENHANCEMENTS AND CONTINUED SEO/SEO CAMPAIGN RESULTS:** Clay Patterson and Lauren Splitt from Lightburn joined the meeting to discuss the 2025 proposal, as well as the results of previous campaigns. Tourism Committee members agreed to make a final decision on the proposal following the strategic planning session.

**TRAVEL WISCONSIN CO-OP PARTICIPATION OPTIONS:** Tourism Committee members discussed options for participation in the Travel Wisconsin Co-op Program based on the board-approved budgeted amount of \$3,200. Motion by Paine, second by Beck, to register the North Central Wisconsin Tourism Partnership for the following: two (summer and fall) Wisconsin Traveler emails at a cost of \$900 and Round Trip with Colleen Kelly (summer or fall) for \$900. Provide co-op lead Malorie Paine with flexibility with regard to dates/seasons as availability is limited. Motion carried.

**DISCUSS STRATEGIC PLANNING INITIATIVE:** Committee members discussed the strategic planning initiative that the committee desires to undertake. Malorie Paine volunteered to take the lead and facilitate the conversation. A subcommittee was formed to discuss the strategic planning process: Malorie Paine, Ann Maletzke, Meredith Kleker, Keri Beck, Clyde Nelson, Christopher Jennings, and Sarah Diedrick-Kasdorf.

**REVIEW 2024 AND 2025 PROJECT PLANS:** In the interest of time this item was held over until the next meeting. Keri Beck indicated that the Google drive for the North Central Wisconsin Tourism Partnership needs to be moved as it is tied to a former member's personal account.

**NEXT MEETING DATE:** The next meeting is scheduled for November 13, 2024 at 2:00 p.m. via Zoom. At that time a date will be set for the strategic planning process.

**ADJOURN:** Motion by Paine, second by Beck, to adjourn. Motion carried. The meeting adjourned at 3:42 p.m.