



22 EAST MIFFLIN STREET, SUITE 900  
MADISON, WI 53703  
TOLL FREE: 1.866.404.2700  
PHONE: 608.663.7188  
FAX: 608.663.7189  
WICOUNTIES.ORG

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

Thursday, September 25, 2025  
10:00 a.m.

Portage County Annex  
Room 5 – 3<sup>rd</sup> Floor  
1462 Strongs Ave  
Stevens Point, Wisconsin

or

Join Zoom Meeting

<https://us06web.zoom.us/j/82622939202?pwd=h2OSrWvHAfkylAVZxylaswN3KrkZAd.1>

Join by Phone  
312-626-6799

Meeting ID: 826 2293 9202  
Passcode: 986874

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the July 31, 2025 Meeting
4. Chair's Remarks
5. North Central Wisconsin Tourism Partnership Financial Report
6. Report of the North Central Wisconsin Tourism Partnership Tourism Committee
  - a. Update on September 10, 2025 Marketing Plan and Budget Planning Meeting
  - b. Other

7. Consideration of Expenditure of Funds from the Unallocated Reserve in 2025
8. Discussion and Consideration of 2026 Preliminary Budget
9. Partner Reports
  - a. Department of Tourism/Travel Wisconsin
  - b. Wisconsin Economic Development Corporation
10. WCA Update
11. Next Meeting Date and Location – November 20, 2025 in Forest County
12. Adjourn