

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD OF DIRECTORS

Thursday, January 29, 2026
10:00 a.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/88415975923?pwd=9Uxzfsa4EO5rkSLjujMqMDY2jlipDK.1>

Join by Phone
312-626-6799

Meeting ID: 884 1597 5923
Passcode: 142487

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes of the September 25, 2025 Meeting
4. Chair's Remarks
5. 2026 Memberships
6. North Central Wisconsin Tourism Partnership Financial Report
7. Report of the North Central Wisconsin Tourism Partnership Tourism Committee
 - a. Travel Wisconsin 2026 Travel Guide
 - b. Travel Wisconsin Co-op Program
 - c. New Logo Design and Tagline Update
 - d. Green Bay and Madison Trade Shows
8. Consideration of North Central Wisconsin Tourism Partnership 2026 Budget

9. Consideration of Amendment to the Bylaws for the North Central International Trade, Business and Economic Development Council

10. Partner Reports

- a. Travel Wisconsin
- b. Wisconsin Economic Development Corporation

11. WCA Update

12. 2026 Meeting Schedule

13. Adjourn