WISCONSIN COUNTIES ASSOCIATION

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NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

October 14, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Keri Beck called the meeting to order at 2:04 p.m.

ROLL CALL: PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Tim White, Visit Wausau; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Jodi Maguire, Stevens Point Area CVB; Meredith Kleker, Wisconsin Rapids Area CVB; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Bill Bialecki, Lincoln County. **OTHERS PRESENT:** Lance Pliml and Bill Clendenning, Wood County; Kelly Schwartz, TEDCOR; Chris Skowronski, Plover CVB; 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 September 9, 2026 meeting. Motion carried.

FINANCIAL REPORT: The financial report for the period ended September 30, 2026 was emailed to committee members. The ending balance was $38,123.15; unallocated revenue totals $21,171.40; 2026 unpaid approved expenditures total $10,713.55.

REVIEW OF PROMOTIONS BUDGET AND PROJECTS: The committee reviewed the 2025 and 2026 budgets to identify any outstanding expenditures yet to be paid so both budgets can be closed out at year end. The bags and stickers will be inventoried to ensure there is enough stock for the Green Bay show and any other trade shows that the NCWTP will participate in in 2027. The 2027 Wisconsin Travel Guide ad is due in the coming weeks. Tim White agreed to take the lead on the project. Members were encouraged to add photos to the Google Drive (link on each agenda) so stock is available as needed for projects and social media posts.

REPORT OF THE SOCIAL MEDIA SUBCOMMITTEE: The Social Media Subcommittee met prior to the meeting. The subcommittee discussed using paid social media to provide more visibility to our social media and web pages. There is currently money in the budget to do that.

The subcommittee also discussed using the Stevens Point Area CVB's interns to create our weekly Facebook/Instagram posts at a cost of $100 per month.

Motion by Hamilton, second by White, to recommend that the board utilize funding currently available in the 2026 budget to pay the SPACVB interns $100 per month to create NCWTP's social media posts. Motion carried.

It was clarified that the social media subcommittee will review all monthly posts prior to posting. Sarah will forward the motion to the NCWTP Executive Committee at its upcoming meeting for its approval. The committee also discussed the use of video in social media posts to increase the number of views – members were asked to upload any video content they had to the Google Drive. The group also discussed the possibility of incorporating restaurants and supper clubs on the website due to their popularity – once added to the website can promote via social media.

WEBSITE UPDATES AND ANALYSIS: Scott from Work Web Life added "Events" to the "things to do" list. Members discussed adding a social media widget for the NCWTP on the homepage. The Marathon County page has been populated. The website had 109 engaged sessions in the last 30 days.

2027 BUDGET DISCUSSION/UPDATES/MODIFICATIONS: The committee discussed the need to assign project leads for the 2027 projects – that will be completed at the November meeting. The group also discussed a second trade show in 2027. Additional research will be completed and a decision for budgetary purposes will be made at the November meeting.

The sign-up sheet for the 2027 Green Bay Camping Show is available in the Google Drive. Sarah will send out the link as well.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: Fall Color Report – if past peak give people a reason to come anyway; Snow Report – initial email recently sent; co-op site is open for registration; 2027 Travel Guide sign up and write up/photos due soon; fall conference in November.

NEXT MEETING DATE AND TIME: The next meeting will be held on November 11 at 2:00 p.m. The Social Media Subcommittee will meet at 1:00 p.m.

ADJOURN: Chair Beck adjourned the meeting at 2:55 p.m.