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

Thursday, March 26, 2026  
10:00 a.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/85849165945?pwd=LTRIA4whNMW7gFfdvZr5n5baZ48Bw1.1>

Join by Phone  
312-626-6799

Meeting ID: 858 4916 5945  
Passcode: 693704

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the January 29, 2026 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. Travel Wisconsin 2026 Travel Guide
  - b. Travel Wisconsin Co-op Program – Minnesota Star-Tribune Geofence Display
  - c. Green Bay and Madison Trade Shows
  - d. Creation of a Social Media Subcommittee
7. Consideration of Amendment to Trade Show Travel Reimbursement Policy
8. Partner Reports
  - a. Travel Wisconsin

NCWTP Board of Directors Agenda

Page 2

March 26, 2026

b. Wisconsin Economic Development Corporation

9. WCA Update – Committee Reorganization

10. Future Meetings – Meeting Schedule

11. Adjourn