

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

February 12, 2025

Zoom Meeting

MINUTES

CALL TO ORDER: In the absence of the chair and vice chair, committee members present selected Keri Beck to serve as chair of the meeting. Ms. Beck called the meeting to order at 2:06 p.m.

ROLL CALL: VOTING MEMBERS PRESENT: Keri Beck, Langlade County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Malorie Paine, Plover CVB; Michelle Eron, Shawano County; Matt McLean, Visit Marshfield; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **NONVOTING MEMBERS PRESENT:** Meredith Kleker, Visit Wisconsin Rapids. **VOTING MEMBERS EXCUSED:** Mike Miller, Forest County. **VOTING MEMBERS ABSENT:** Clyde Nelson, Merrill Chamber and Autumn Timblin, Marinette County. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin.

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

FINANCIAL REPORT:

2024: As of December 31, 2024, revenue totaled \$13,036.75; expenses paid in 2024 total \$9,554.52; the account balance at the end of 2024 totaled \$32,970.02. The committee reviewed the 2024 budget, determined all expenses have been paid, and the financials for 2024 can be closed out.

2025: As of February 11, 2025, revenues totaled \$10,441.00; expenses paid in 2025 totaled \$1,470.00; the account balance is \$41,941.02; and total unallocated revenue is \$30,141.54.

REVIEW OF 2025 MARKETING PLAN - DEBRIEF ON GREEN BAY SPORTS SHOW:

Green Bay Sports Show: Eight of the member counties sent materials for the show. Thursday had steady traffic from 4-8. Friday's traffic was steady. Saturday was busy but started to die out

at 4, likely due to another event starting at 6. Sunday had a slow opening but then traffic picked up, started to die off after 2. Attendees were very focused on camping. Attendance was down a bit from the 2024 show – 12,500 in 2024 to 12,200 in 2025. Attendees are asked to complete a survey on show hours. Keri Beck took photos of the booth. We will need to update and purchase more materials prior to the next show. Sarah reminded those who worked the show to be sure to submit expense forms and receipts as soon as possible.

Marketing Plan: The NCWTP received confirmation for a Wisconsin Traveler email on May 22 and are awaiting word on *Round Trip with Colleen Kelly*.

RESCHEDULING OF STRATEGIC PLANNING SESSION: Malorie will send dates to Sarah who will then send out a Doodle poll.

DEPARTMENT OF TOURISM/TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: Winter campaign runs through the end of February in 13 markets, focus on digital so can pivot as weather changes; ATV-UTV information will not be available once snowmobile trails open until mid-March; the next grant deadline is April 1; WIGCOT to be held March 9-11 in La Crosse; Office of Outdoor Recreation created a “do it yourself” economic impact report – Christopher will send links; make your submissions to the “What’s New” in 2025 survey.

ADJOURN: Chair Beck adjourned the meeting at 2:43 p.m.