



## NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD OF DIRECTORS

September 26, 2024

Marinette County Courthouse  
Marinette, Wisconsin

### MINUTES

**CALL TO ORDER:** Chair Brad Hamilton called the meeting to order at 10:00 a.m.

**ROLL CALL: PRESENT:** Chase Erickson, Florence County; William Chaney, Forest County; Keri Beck, Langlade County; Terry Poltrock, Langlade County; Ginger Deschane, Marinette County; Autumn Timblin, Marinette County; Stephanie Holman, Oconto County; Michael Tautges, Oneida County; Bill Korrer, Oneida County; James Przybylski, Shawano County; Lance Pliml, Wood County; Brad Hamilton, Wood County; and Clyde Nelson, Merrill Chamber. **EXCUSED:** Mike Miller, Forest County and Greg Hartwig, Lincoln County. **ABSENT:** Ray Reser, Portage County and Jacob Hartwig, Shawano County. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin; Michelle Eron, Shawano Country; and Renee Krueger, Lincoln County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Chaney, second by Przybylski, to approve the minutes of the July 25, 2024 meeting. Motion carried.

**CHAIR'S REMARKS:** Chair Hamilton reported that he made his two appointments to the Tourism Committee – James Przybylski, Shawano County and Michael Tautges, Oneida County.

**FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed the financial report dated September 19, 2024. Revenues in 2024 total \$13,036.21; expenses in 2024 total \$7,109.17; the current account balance is \$35,414.83; and unallocated revenue totals \$28,893.00.

**REPORT OF THE TOURISM COMMITTEE:** Clyde Nelson, chair of the Tourism Committee, discussed the following items: recruiting eligible counties to join; strategic planning effort; proposing a small 2025 budget until strategic planning is complete; attending the Green Bay show January 30 – February 2. Sarah will send a list of eligible member counties to the board, along with the PowerPoint presentation used in Langlade County. Sarah and Clyde are happy to attend any county board meetings to discuss the work of the North Central Wisconsin Tourism Partnership.

**CONSIDERATION OF 2025 BUDGET:** Sarah Diedrick-Kasdorf reviewed the proposed partial budget for 2025 as recommended by the Tourism Committee: Green Bay RV & Camping Expo booths and reimbursements, update booth materials and giveaways, Department of Tourism Co-op participation, website hosting and domain renewal fees, and bank charges. Motion by Korrer, second by Chaney, to approve the proposed partial budget but allow the Tourism Committee flexibility to allocate funds at an amount not to exceed \$9,193. Motion carried.

**PARTNER REPORTS – DEPARTMENT OF TOURISM/TRAVEL WISCONSIN:**

Christopher Jennings introduced himself to the board. He discussed the Travel Wisconsin Co-op Program, and indicated the social media co-op offering may come back in 2026. Co-op program sign-up opens on October 10 at 10:00 a.m.

**MEETING SCHEDULE AND LOCATIONS:** The meeting schedule for the remainder of 2024 and 2025 was included in the meeting packet. Meetings will continue to be hybrid. The next meeting is scheduled for November 21 in Oneida County.

**WCA UPDATE:** Sarah Diedrick-Kasdorf reported on the following: WCA Annual Conference – materials will be posted on the WCA website; county board rules template released.

**ADJOURN:** Chair Hamilton adjourned the meeting at 10:49 a.m.