

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

November 12, 2025

Zoom Meeting

MINUTES

CALL TO ORDER: Vice Chair Autumn Timblin called the meeting to order at 2:04 p.m.

ROLL CALL: VOTING MEMBERS PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Michelle Eron, Shawano County; James Przybylski, Shawano County and Brad Hamilton, Wood County. **VOTING MEMBERS ABSENT:** Sarah Brooks, Merrill Chamber; Malorie Paine, Plover CVB and Matt McLean, Visit Marshfield. **OTHERS PRESENT:** Greg Diekroeger, Stevens Point Area CVB and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

ELECTION OF CHAIR: With the retirement of Clyde Nelson there is a vacancy in the position of chair of the North Central Wisconsin Tourism Partnership Tourism Committee. The floor was opened for nominations. Keri Beck was nominated. Motion by Maletzke, second by Eron, to close nominations and cast a unanimous ballot for Keri Beck as chair of the Tourism Committee. Motion carried.

APPROVAL OF MINUTES: Motion by Hamilton, second by Przybylski, to approve the minutes of the October 8, 2025 meeting. Motion carried.

2026 MEMBERSHIPS: Sarah shared with the committee that Marathon County will be joining in 2026. Counties were asked to share any changes in membership for 2026.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated November 11, 2025. The report was emailed out to members. Revenues in 2025 total \$10,442.64; expenses paid in 2025 total \$4,888.34; the account balance is \$38,524.32; expenses approved but not paid total \$16,524.66; and unallocated revenue totals \$21,999.66. Volunteers are also needed to take the lead on two projects – Travel Wisconsin Guide and the Star-Tribune Geofence Display. If there are any unpaid invoices please send them to Sarah ASAP. Sarah will reach out to Malorie regarding the invoice for the podcast. Keri will check on the domain name's ownership.

2026 NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BUDGET

RECOMMENDATION FOR BOARD: Sarah reviewed the proposed 2026 North Central Wisconsin Tourism Partnership budget. The budget was constructed based off of discussions at the strategic planning session and discussions with the board. Motion by Hamilton, second by Miller, to send the proposed budget to the board with the following modifications – add a miscellaneous line item in the amount of \$806 and authorize the Tourism Committee to make any necessary budget modifications so long as the total amount does not exceed \$15,000. Motion carried.

REVIEW OF LOGO DESIGNS: Adam Nelson joined the meeting to discuss his designs for the new logo. He shared three concepts with the committee; the committee agreed that Concept B was the preferred choice. The logo subcommittee will set up another meeting with Adam to discuss the committee's recommended modifications to Concept B.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: summer season results – 11% increase in impressions despite a lower spend; on November 11 the state exceeded its all-time web session record (beat the 2024 record); the state's top-performing content includes the hiking report, supper clubs with lake views, fall color report, islands in the sun, and the events page; Illinois is the state's most powerful market; November 18 sneak peak at the winter campaign – 21% of visits come in December, January and February; fall color report is sunsetting; Travel Green – looking for 13 per county; Office of Film – applications available in January; portal content freeze continues – if there is an emergency the state can make changes; send the "big stuff" in your county to Christopher, looking for attractions to build a fun road trip.

NEXT MEETING DATE AND TIME: The next meeting will be held on December 10, 2025 at 2:00 p.m. via Zoom.

ADJOURN: Chair Beck adjourned the meeting at 3:17 p.m.