



NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD OF DIRECTORS

July 25, 2024

Northcentral Technical College
Antigo, Wisconsin

MINUTES

CALL TO ORDER: Vice Chair Lance Pliml called the meeting to order at 10:01 a.m.

ROLL CALL: PRESENT: Willaim Chaney, Forest County; Terry Poltrock, Langlade County; Greg Hartwig, Lincoln County; Ginger Deschane, 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; Clyde Nelson, Merrill Chamber and Autumn Timblin, Marinette County Economic Development/Tourism. **EXCUSED:** Mike Miller, Forest County; Keri Beck, Langlade County; and Ray Reser, Portage County. **ABSENT:** Chase Erickson, Florence County and Jacob Hartwig, Shawano County. **OTHERS PRESENT:** Malorie Paine, Plover Chamber and Angie Close, Langlade County Economic Development. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Przybylski, to approve the minutes of the March 28, 2024 meeting. Motion carried.

HISTORY OF THE NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP AND BYLAWS REVIEW: Sarah Diedrick-Kasdorf provided a history of the North Central Wisconsin Tourism Partnership – originally started in 1997 as the North Central International Trade Business and Economic Development Council (ITBEC), bylaws revision in 2023 to change name and purpose to reflect focus on tourism. She explained the board and committee structure – each county can appoint up to two members on the board, one of whom needs to be an elected or appointed county official; each county appoints one member to the tourism committee who shall have a background in the tourism industry. The tourism committee chair may appoint non-voting members to the tourism committee – individuals deemed to have significant interest in tourism promotion and development.

LEADERSHIP ELECTIONS:

Chairperson: Nominations were opened for chairperson of the North Central Wisconsin Tourism Partnership Board of Directors. Brad Hamilton was nominated. Motion by Korrer, second by Chaney, to close nominations and cast a unanimous ballot for Brad Hamilton as chairperson of the North Central Wisconsin Tourism Partnership Board of Directors. Motion carried.

Vice Chairperson: Nominations were opened for vice chairperson of the North Central Wisconsin Tourism Partnership Board of Directors. Lance Pliml was nominated. Motion by Hamilton, second by Przybylski, to close nominations and cast a unanimous ballot for Lance Pliml as vice chairperson of the North Central Wisconsin Tourism Partnership Board of Directors. Motion carried.

Secretary: Nominations were opened for secretary of the North Central Wisconsin Tourism Partnership Board of Directors. William Chaney was nominated. Motion by Korrer, second by Hamilton, to close nominations and cast a unanimous ballot for William Chaney as secretary of the North Central Wisconsin Tourism Partnership Board of Directors. Motion carried.

Treasurer: Nominations were opened for treasurer of the North Central Wisconsin Tourism Partnership Board of Directors. Greg Hartwig was nominated. Motion by Korrer, second by Hamilton, to close nominations and cast a unanimous ballot for Greg Hartwig as treasurer of the North Central Wisconsin Tourism Partnership Board of Directors. Motion carried.

CHAIRPERSON'S APPOINTMENTS TO THE TOURISM COMMITTEE: According to the bylaws, the chairperson of the board appoints two members of the board to the tourism committee. Chair Hamilton asked who was interested. Michael Tautges and James Przybylski expressed interest. Any other members interested in being considered for an appointment to the tourism committee should contact Chair Hamilton.

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financials dated July 15, 2024. Revenues in 2024 totaled \$13,035.91; expenses paid in 2024 totaled \$5,306.28; the account balance was \$37,217.42; and unallocated revenue totaled \$28,892.70.

REPORT OF THE NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE: Clyde Nelson, Tourism Committee Chair, reported on the following: efforts to promote the region as a whole; exploring additional trade shows to attend in 2025; impact visiting a region has on other decisions – retirement, college, etc. (halo effect).

DUES FOR 2025: Motion by Korrer, second by Przybylski, to maintain 2025 dues at current levels. Motion carried.

PARTNER REPORTS: Jim Rosenberg from the Wisconsin Economic Development Corporation (WEDC) reported on the following: Community Development Investment Grants, small business program that provides funds to economic development corporations/chambers that work with small businesses – more information on the program to be announced soon; start-ups.

MEETING SCHEDULE AND LOCATIONS: The next meeting will be held on September 26, 2024 in Marinette. The board agreed to continue to meet the last Thursday of every other month. Meetings will be hybrid ; the in-person location will rotate among member counties.

WCA UPDATE: Sarah Diedrick-Kasdorf discussed the In the Board Room series and the WCA Annual Conference. Lance Pliml discussed the passing of Racine County Executive Jonathan Delagrave, the appointment of Washington County Board Chair Jeff Schleif to the WCA Board of Directors and the WCA Audit Committee – association in excellent financial position.

ADJOURN: Chair Hamilton adjourned the meeting at 11:15 a.m.