

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

September 9, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Keri Beck called the meeting to order at 2:02 p.m.

ROLL CALL: PRESENT: Keri Beck, Langlade County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Jodi Maguire, Stevens Point Area CVB; Meredith Kleker, Wisconsin Rapids Area CVB; James Przybylski, Shawano County and Brad Hamilton, Wood County.

EXCUSED: Autumn Timblin, Marinette County. **ABSENT:** Mike Miller, Forest County; Bill Bialecki, Lincoln County and Tim White, Visit Wausau. **OTHERS PRESENT:** Kelly Schwartz, TEDCOR; Ashley Reuter, Shawano Country and Lance Pliml, Wood County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Maletzke, to approve the minutes of the August 12, 2026 meeting. Motion carried.

FINANCIAL REPORT: No report for September.

REVIEW OF PROMOTIONS BUDGET AND PROJECTS:

Minnesota Star-Tribune Geofence Display – The Digital Report for the Travel Wisconsin Co-op Program was shared with committee members. Based on program performance the committee agreed not to participate in this co-op opportunity in the future.

Other – Travel Wisconsin released information for the 2027 Travel Guide. There is \$4,000 in the 2026 budget to purchase an ad in the 2027 guide. A volunteer is needed to take the lead on the 2027 insertion.

REPORT OF THE SOCIAL MEDIA SUBCOMMITTEE:

Facebook & Instagram Accounts – The subcommittee reviewed the number of followers and the number of views each of the posts received. The number of views far exceeds the number of followers. Meredith Kleker will post in September; Meredith and Kelly Schwartz will split the

month of October. Possible topics for November include hunting, county and state forests, and bug free hunting.

Jodi Maguire will explore the possibility of utilizing her interns from UW-Stevens Point to create future posts.

WEBSITE UPDATES AND ANALYTICS: The Social Media Subcommittee shared their discussion regarding the creation of an “event calendar” on the website. Links for each DMO in member counties will be included on the website to avoid double entries. Keri Beck will reach out to Scott at WorkWebLife to obtain a quote for the work. She will also ask Scott to create the Marathon County page as well. Sarah will reach out to Marathon County to ask the county to ensure the page is populated.

2027 BUDGET DISCUSSION: The Tourism Committee prepared a preliminary budget for the board to discuss at its September meeting. Funding was allocated for the Green Bay RV & Camping Expo, along with an additional show; to purchase booth materials; to participate in the 2028 Wisconsin Travel Guide; and to support social media efforts.

TRAVEL WISCONSIN UPDATE: No update this month.

NEXT MEETING DATE AND TIME: The next meeting will be held on October 14, 2026 at 2:00 p.m.

ADJOURN: Chair Beck adjourned the meeting at 3:22 p.m.