

## NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

June 11, 2025

Zoom Meeting

### MINUTES

**CALL TO ORDER:** Chair Clyde Nelson called the meeting to order at 2:03 p.m.

**ROLL CALL: VOTING MEMBERS PRESENT:** Keri Beck, Langlade County; Clyde Nelson, Merrill Chamber; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Malorie Paine, Plover CVB; James Przybylski, Shawano County; and Brad Hamilton, Wood County.

**OTHER MEMBERS PRESENT:** Meredith Kleker, Wisconsin Rapids CVB. **MEMBERS EXCUSED:** Mike Miller, Forest County; Autumn Timblin, Marinette County; Michelle Eron, Shawano County; and Matt McLean, Visit Marshfield. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Hamilton, second by Paine, to approve the minutes of the March 12, 2025 meeting. Motion carried. Notes from the May 14, 2025 meeting were made available to the members.

**FINANCIAL REPORT:** Sarah Diedrick-Kasdorf indicated that the financial report, dated June 10, 2025, was previously emailed to committee members. The only modification to the previous month's report was a payment to Laughlin Constable for the Wisconsin Traveler email.

**REVIEW OF 2025 MARKETING PLAN:** The North Central Wisconsin Tourism Partnership's insertion was in the May 22 Wisconsin Traveler email. Thanks to Malorie Paine for coordinating on behalf of the committee.

Round Trip with Colleen Kelly is scheduled to record at the end of June. Malorie Paine will represent the NCWTP on the podcast. The podcast runs for 15 minutes. A link will be sent to all members once the episode is live. A request was sent to committee members for talking points/common themes among the member counties – responses include water activities, hiking, biking, fall colors, ATV and snowmobile information. Malorie will send an email to committee members seeking photos that can be used for the podcast once she receives the specs.

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**STRATEGIC PLANNING/2026 BUDGET DEVELOPMENT:** Committee members discussed scheduling an in-person meeting the week of September 10 to develop an action plan and budget for 2026. Sarah will send out a Doodle poll seeking availability the week of September 10.

**TRAVEL WISCONSIN REPORT:** Christopher Jennings was unable to attend but sent a written report. The written report was emailed to all members.

**NEXT MEETING DATE:** The next meeting is scheduled for July 9, 2025 at 2:00 p.m.

**ADJOURN:** Chair Nelson adjourned the meeting at 2:28 p.m.