



## JOINT MEETING OF THE NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP BOARD AND TOURISM ADVISORY COMMITTEE

March 28, 2024

Lincoln County Service Center  
Merrill, Wisconsin

### MINUTES

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

#### ROLL CALL:

##### North Central ITBEC Board:

**PRESENT:** Terry Poltrock, Langlade County; Greg Hartwig, Lincoln County; Chris Schultz, Oneida County; Arlyn Tober, Shawano County; Lance Pliml, Wood County; William Chaney, Forest County; Keri Beck, Langlade County; Samantha Boucher, Oconto County; Phil Idsvoog, Portage County; Jim Przybylski, Shawano County; and Brad Hamilton, Wood County.

**ABSENT:** Fran Modschiedler, Florence County; Cindy Gretzinger, Forest County; Glen Broderick, Marinette County; Stephanie Holman, Oconto County; Al Haga, Portage County, and Bill Korrer, Oneida County.

##### North Central ITBEC Tourism Committee:

**PRESENT:** William Chaney, Forest County; Mike Miller, Forest County; Keri Beck, Langlade County; Sherry Hulett, Tomahawk Regional Chamber; Samantha Boucher, Oconto County Tourism; Chris Schultz, Oneida County; Collette Sorgel, Oneida County; Phil Idsvoog, Portage County; Sara Brish, Stevens Point Area CVB; Arlyn Tober, Shawano County; and James Przybylski, Shawano County. **EXCUSED:** Clyde Nelson, Merrill Area Chamber. **ABSENT:** Chad Hedmark, Florence County; Jason Neuens, Florence County; Autumn Timblin, Marinette County; and Stephanie Holman, Oconto County.

**OTHERS PRESENT:** Jacqui Sharpe, Three Lakes Chamber; Malorie Paine, Plover Chamber; Renee Krueger, Lincoln County Administrative Coordinator; Christine Vorpapel, County Board Candidate; and Jeff Anderson, Travel Wisconsin.

**WCA STAFF:** Sarah Diedrick-Kasdorf.

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

**NORTH CENTRAL ITBEC FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed the financial report dated March 21, 2024. County revenues totaled \$13,035; expenses paid in 2024 totaled \$665.71; the account balance is \$41,857.35; and total unallocated revenue totaled \$18,343.84.

**NORTH CENTRAL ITBEC PROJECT UPDATES:** The Green Bay RV and Camping Expo had good attendance overall. The expo has daily themes to attract attendees. The ITBEC participates in the Department of Tourism Co-op Program. Our first social-media sponsored ad ran in February; our second ad is scheduled to run in April.

**REPORT OF THE MARKETING COMMITTEE:** The Marketing Committee met in February to discuss boosting marketing efforts. The committee is looking into additional shows for 2025.

**CONSIDERATION OF PROPOSAL FROM LIGHTBURN REGARDING WEBSITE IMPROVEMENTS AND PAID SEARCH CAMPAIGNS:** The board and committee reviewed the proposal from Lightburn to fine tune and optimize existing website content to likely include the biking, fishing, and hiking pages, as well as relaunch paid search campaigns focused on seasonal activities and attractions. Project and service fees total \$5,510. Motion by Hamilton, second by Chaney, to implement the proposal from Lightburn on website improvements and a paid search campaign. Motion carried.

**CONSIDERATION OF MODIFICATIONS TO THE BYLAWS:** Motion by Hamilton, second by Przybylski, to change the name of the organization from North Central Tourism Partnership to North Central Wisconsin Tourism Partnership. Motion carried.

**TRAVEL WISCONSIN/DEPARTMENT OF TOURISM UPDATE:** Jeff Anderson reported on the following: WiGCOT in Lake Geneva; summer campaign – overview for partners coming soon; challenging winter, SBA program for those economically impacted; Travel Wisconsin expanding its reach to Marquette, Michigan, as well as increasing its target age to 54; summer bookings are looking positive; Top Chef and Bandwango culinary passport.

**WCA UPDATE:** Sarah Diedrick-Kasdorf reported on the following: WCA district meetings, County Officials Workshops (COWS) and Extension's May 7 Northern Forum. She also reminded counties that board and committees will be reappointed following the April election.

**ADJOURN:** Motion by Hamilton, second by Chaney, to adjourn. Motion carried.