

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

April 8, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Keri Beck called the meeting to order at 2:03 p.m.

ROLL CALL: PRESENT: Keri Beck, Langlade County; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Michelle Eron, Shawano Country Tourism; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Mike Miller, Forest County; Sarah Brooks, Lincoln County; Malorie Paine, Plover CVB; and Matt McLean, Visit Marshfield. **OTHERS PRESENT:** Kelly Schwartz, TEDCOR; Jodi Maguire, Stevens Point Area CVB; Meredith Kleker, Visit Wisconsin Rapids; John Pavelski, Portage County Executive; and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Eron, to approve the minutes of the March 11, 2026 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report that was previously emailed to committee members. A request was made to make a notation on the financial report noting Marathon County is a member and paid 2026 dues in 2025. Since the March report payments were made for travel expenses for the Green Bay and Madison shows and the co-op program's MN Star-Tribune Geofence Display. We are still awaiting an invoice from Marinette County for banners and stickers. The account balance is \$38,462.53 with unallocated revenue of \$21,170.47.

REVIEW OF PROMOTIONS BUDGET AND TOPICS: The Minnesota Star-Tribune Geofence Display started April 1. Results will be shared when received.

REPORT OF THE SOCIAL MEDIA SUBCOMMITTEE: The subcommittee held one meeting to date. Facebook and Instagram accounts were created – NorthCentralWisco. May posts will focus on the fishing opener – all counties asked to ensure their fishing pages are up to

date on the website. The subcommittee will meet one hour before each tourism committee meeting.

WEBSITE UPDATES AND ANALYTICS: There continue to be issues with the Travel Wisconsin widgets on the website. Counties were asked to review their information on the website – make sure all posts are up to date and that there are no broken links.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: winter campaign results – 75% increase in impressions with only a four percent increase in spending; What's Next? – One More campaign with four strategies; Office of Outdoor Recreation Outdoor Industry Awards; and the latest call for PR – summer festivals and events that bring overnight stays and Wisconsin's water trails.

NEXT MEETING DATE: The next meeting will be held on May 13, 2026 at 2:00 p.m. via Zoom.

ADJOURN: Chair Beck adjourned the meeting at 2:44 p.m.