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

Thursday, March 28, 2024  
10:00 a.m.

Lincoln County Service Center  
Room 156  
801 North Sales Street  
Merrill, Wisconsin

or

Join Zoom Meeting

<https://us06web.zoom.us/j/88959580327?pwd=7Z8JDTQUa4NEap6qjoPammCSeTavSb.1>

Join by Phone  
312-626-6799

Meeting ID: 889 5958 0327  
Passcode: 176389

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the January 25, 2024 Meeting
4. North Central ITBEC Financial Report
5. North Central ITBEC Project Updates
  - a. Green Bay RV & Camping Expo
  - b. Department of Tourism Co-op

6. Report of the Marketing Committee
7. Consideration of Proposal from Lightburn Regarding Website Improvements and Paid Search Campaigns
8. Consideration of Modifications to the Bylaws – Change Name from North Central Tourism Partnership to North Central Wisconsin Tourism Partnership
9. State Department Updates
  - a. Tourism/Travel Wisconsin
  - b. Wisconsin Economic Development Corporation
10. WCA Update
  - a. General Updates
  - b. Board and Committee Appointment Process
11. Adjourn