

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

June 10, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Keri Beck called the meeting to order at 2:01 p.m.

ROLL CALL: PRESENT: Mike Miller, Forest County; Keri Beck, Langlade County; Bill Bialecki, Lincoln County; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Jodi Maguire, Stevens Point Area CVB; Michelle Eron, Shawano Country Tourism; Meredith Kleker, Wisconsin Rapids Area CVB; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Tim White, Wausau Chamber. **OTHERS PRESENT:** Kelly Schwartz, TEDCOR, Sarah Brooks, Merrill Chamber; Renee Krueger, Lincoln County; Eric Olson, Portage County; and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

ELECTION OF OFFICERS:

Chair: Nominations were opened for the position of Chair of the North Central Wisconsin Tourism Partnership Tourism Committee. Keri Beck was nominated. Motion by Hamilton, second by Maletzke, to close nominations and cast a unanimous ballot for Keri Beck as Chair of the North Central Wisconsin Tourism Partnership Tourism Committee. Motion carried.

Vice Chair: Nominations were opened for the position of Vice Chair of the North Central Wisconsin Tourism Partnership Tourism Committee. Autumn Timblin was nominated. Motion by Hamilton, second by Bialecki, to close nominations and cast a unanimous ballot for Autumn Timblin as Vice Chair of the North Central Wisconsin Tourism Partnership Tourism Committee. Motion carried.

APPROVAL OF MINUTES: Motion by Hamilton, second by Bialecki, to approve the minutes of the April 8, 2026 meeting. Motion carried.

REORGANIZATION OF THE NCWTP BOARD AND TOURISM COMMITTEE: Sarah explained that after the April elections each county was required to submit its nominations for the NCWTP Board and Tourism Committee for the 2026-28 session. Some changes have been

made to the voting delegates for a couple of the counties; however, all current voting members who were not reappointed as the voting delegate will remain on the Tourism Committee as a nonvoting member. As very few votes are taken members should not read too much into any modifications that have been made.

FINANCIAL REPORT: The financial report was emailed out prior to the meeting. There were no changes to the report, except for interest and bank fees, from the prior report.

REVIEW OF PROMOTIONS BUDGET AND PROJECTS: The three-month Minnesota Star-Tribune geo-fence display has been active since April 1. Concerns were raised with the modifications made to the photo and submitted text. The state's travel guide is out, it includes an ad from the NCWTP.

REPORT OF THE SOCIAL MEDIA SUBCOMMITTEE: The Social Media Subcommittee met right before the meeting. The committee worked on connecting the Instagram and Facebook accounts, as well as assigning account posts for July and August. Counties assigned to post for the month will create 1-2 posts per week, as well as one county-specific post.

WEBSITE UPDATES AND ANALYTICS: Sarah will reach out to Tim White from the Wausau CVB regarding populating the Marathon County page on the website.

PRELIMINARY 2027 BUDGET DISCUSSION: Members are to be prepared at the next meeting to discuss potential budget items.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following topics: "One More" marketing strategy; economic impact numbers; Wisconsin Destination Guide in May issue of Chicago magazine; TIC grant deadline July 1, JEM grant deadline August 1; Wisconsin Travel Guide just released; 2026 Rustic Roads Guide available; partner portal – photos required by end of August for Points of Interest; What's New for 2027-2028.

NEXT MEETING DATE AND TIME: The next meeting will be held on July 8 at 2:00 p.m.

ADJOURN: Chair Beck adjourned the meeting at 2:56 p.m.