

NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

August 12, 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; Autumn Timblin, Marinette County; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Jodi Maguire, Stevens Point Area CVB; Meredith Kleker, Wisconsin Rapids Area CVB; James Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Bill Bialecki, Lincoln County; Tim White, Wausau Chamber. **OTHERS PRESENT:** Lance Pliml, Wood County; Kelly Schwartz, TEDCOR; Charis Lau, Tomahawk Chamber; and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Maletzke, to approve the minutes of the June 10, 2026 meeting. Motion carried.

FINANCIAL REPORT: The financial report was emailed out prior to the meeting. The only modification to the previous report, except for interest and bank fees, was a \$144 payment for web hosting and domain name renewal. While the report shows \$38,188.22 as the account balance, there are still unpaid expenses from both the 2025 and 2026 budgets.

REVIEW OF PROMOTIONS BUDGET AND PROJECTS: The three-month Minnesota Star-Tribune geo-fence display has been completed – still waiting on final results. Registration for the Green Bay Show is open – funding for the 2027 show is in the 2026 budget.

REPORT OF THE SOCIAL MEDIA SUBCOMMITTEE: The Social Media Subcommittee met right before the meeting. Jodi Maguire is posting in July and August. Meredith Kleker will post in September. Members were asked to share with Meredith photos of fall colors, fishing, hiking/biking. Photos can also be added to the Google Drive.

WEBSITE UPDATES AND ANALYTICS: The committee discussed travel guide requests from the NCWTP website – each county should log in to the back end of the site to ensure requests are forwarded to the appropriate email address in each county. The group also discussed

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adding an inquiry of users on the contact page about how they found the website – Keri Beck will facilitate the addition.

PRELIMINARY 2027 BUDGET DISCUSSION: Members discussed additional activities for 2027 including a second trade show (not Madison Fishing Show). Ann Maletzke will research the Ride Expo in Oshkosh. Other options to explore include Canoecopia or Bike-O-Rama, shows at the Central Wisconsin Expo Center, shows tied to the same management company as the Green Bay show. The group also discussed a table at the State Fair – Meredith will contact Drew Nussbaum about getting added to the list.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following topics: Office of Outdoor Recreation awards; co-op webinar on September 10; WIGCOT survey, responses due September 4; fall campaign webinar on August 6; POI updates must be completed by end of August; Destinations International Conference – need to include resident sentiment when discussing value of tourism.

NEXT MEETING DATE AND TIME: The next meeting will be held on September 9 at 2:00 p.m.

ADJOURN: Chair Beck adjourned the meeting at 3:00 p.m.