



NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE

February 11, 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; Sarah Brooks, Merrill Chamber; Ann Maletzke, Spur of the Moment Ranch (Oconto County); Michelle Eron, Shawano Country Tourism; James Przybylski, Shawano County; Brad Hamilton, Wood County. **EXCUSED:** Autumn Timblin, Marinette County; Malorie Paine, Plover CVB; and Matt McLean, Visit Marshfield. **NONVOTING MEMBERS PRESENT:** Kelly Schwartz, TEDCOR; Jodi Maguire, Stevens Point Area CVB; Tim White, Visit Wausau; and Meredith Kleker, Wisconsin Rapids CVB. **WCA STAFF:** Sarah Diedrick-Kasdorf.

Committee members welcomed Tim White from the Wausau/Central Wisconsin Area CVB to the group.

APPROVAL OF MINUTES: Motion by Hamilton, second by Eron, to approve the minutes of the January 14, 2026 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated February 9, 2026. Ten counties paid their dues for 2026, up one county from 2025. As of February 9, the account balance was \$44,373.67; 2025 expenses approved but not paid total \$8,227.20; 2026 expenses approved but not paid total \$14,976.33; and unallocated revenue totals \$21,170.14.

NEW LOGO AND TAGLINE:

Giveaways: The new cloth bags and stickers with the new logo were very popular at the Green Bay show. It is likely we will need to reorder the bags prior to the Madison show.

Table Covers and Pull Up Banners: The logo subcommittee met to discuss ordering new table covers and pull up banners. The new table covers arrived prior to the Green Bay show; the pull up banners should arrive in time for the Madison Fishing Show.

Web Updates: The website will need to be updated to add a page for Marathon County. Michelle Eron will work with Tim White on duplicating the page. Tim volunteered his skills to update the website – replace widgets and update footer graphics and links. The group also agreed to discuss website analytics at the next meeting.

REVIEW OF PROMOTIONS BUDGET/PROJECTS:

2025 Closeout – Outstanding Invoices: Sarah reminded committee members to turn in any outstanding invoices from 2025.

2026 Projects:

Green Bay RV & Camping Show: The Green Bay show had 12,000 attendees. It was busy – lots of materials were distributed, the bags and stickers were very popular. Anyone with outstanding expenses should email them to Sarah as soon as possible.

Madison Fishing Expo: There are still open spots available on the show schedule – please consider signing up if your county is not yet represented. Need a count of what was left from the Green Bay show to determine if a reorder is needed on the bags. Autumn will get show information out to everyone as she receives it, including the address in which to send booth materials.

The committee also discussed the show reimbursement policy, specifically the reimbursement rate for hotel rooms. Generally speaking, one cannot get a hotel room for \$90 a night, especially in Madison. Motion by Miller, second by Hamilton, to recommend that the NCWTP board amend the show reimbursement policy to increase the daily rate for a hotel stay to \$160 per night. Motion carried. Sarah will work on calling a meeting of the executive committee to consider the proposed change prior to the Madison show or have the change apply retroactively.

NCWTP Social Media Presence: Social media pages were created and included as part of NCWTP's ad in the Wisconsin Travel Guide. The committee needs to discuss how the pages will be populated. Members agreed to create a subcommittee to work on the social media pages. Individuals who volunteered at the meeting or at our strategic planning session to work on NCWTP's social media presence include Kelly, Charlotte, Keri, Malorie and Michelle.

A discussion also took place on whether or not the committee wanted a presentation from NRG Media at the March meeting. The committee asked for NRG to send a PowerPoint to review and then a decision about a presentation will be made.

Minnesota Star-Tribune Geofence Display: Malorie is taking the lead on this project.

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CREATION OF A PHOTO AND VIDEO LIBRARY: No discussion. Will be placed on the next agenda.

TRAVEL WISCONSIN UPDATE: Christopher Jennings reported on the following: partner portal close to launch, all will receive an email on how to access the portal; seasonal reporter webinar; and WIGCOT starting March 15.

NEXT MEETING DATE AND TIME: The next meeting will be held on March 11, 2026 at 2:00 p.m. via Zoom.

ADJOURN: Chair Beck adjourned the meeting at 3:30 p.m.