



NORTHWEST ITBEC TOURISM ADVISORY COMMITTEE

January 18, 2023

Northwest Regional Planning Commission
Spooner, Wisconsin

MINUTES

CALL TO ORDER: Chair Mary McPhetridge called the meeting to order at 10:04 a.m.

ROLL CALL: PRESENT: Mary McPhetridge, Ashland Area Chamber; Brandi Nelson, Barron County Tourism; Mary Motiff, Bayfield County Tourism; Chuck Anderson, Burnett County Supervisor; Ken Schmitt, Chippewa County Supervisor; Melissa Copp, Mercer Chamber; Laura Palzkill, Phillips Area Chamber; Sherry Beckman, Hayward Lakes VCB; and Kaitlin Hanson, Washburn County Tourism. **ABSENT:** Taylor Pedersen, Superior Chamber and Terry Hauer, Polk County Economic Development. **OTHERS PRESENT:** Colleen Foxwell, Polk County Info Center; Julie Fox, Travel Wisconsin; and Kevin Klucas, Burnett County Tourism. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Beckman, second by Hanson, to approve the minutes of the December 2, 2022 meeting. Motion carried.

FINANCIAL REPORT: As of December 31, 2022, total revenue was \$36,002.92; expenses paid in 2022 totaled \$39,359.64; and the account balance was \$42,278.98. One 2023 expense was approved for payment by Northwest ITBEC Chair Mackie - \$5,000 to 5-Star Marketing for trails guide and map distribution.

WEBSITE PROPOSAL – NORTH OF EIGHT: North of Eight submitted a proposal for Northwest ITBEC website work in 2023. The proposal expends a significant amount of funds. A subcommittee was created to review the proposal and make a recommendation to the committee and then to the ITBEC board. The following individuals volunteered to serve on the subcommittee: Mary Motiff, Kaitlin Hanson, Melissa Copp, Kevin Klucas, and Mary McPhetridge.

DEVELOPMENT OF 2023 NORTHWEST ITBEC BUDGET AND MARKETING PLAN: The committee reviewed the proposed budget it prepared at its December 2022 meeting. Motion by Schmitt, second by Motiff, to forward the proposed budget to the Northwest ITBEC board for consideration at its January 25, 2023 meeting. Motion carried.

2023 FISHING OPENER UPDATE: The first community stakeholder meeting regarding the Fishing Opener was held in Phillips. Two people/organizations were nominated for the Warren Knowles Award. Motion by Hanson, second by Schmitt, to give the Warren Knowles Award to St. Croix Rods. Motion carried. Motion by Motiff, second by Schmitt, to create a Founders Award in 2023 and present it to Washburn County Tourism – Michelle Martin and Kaitlin Hanson. A request will be made to Northwest ITBEC Chair Tom Mackie to fund the award out of the Chair's account. Motion carried. The banquet will be held at Northwoods Supper Club in Fifield. Indianhead will once again be the food sponsor. The Friday and Saturday Destination Showcase Tours are planned. A local caterer will provide boxed breakfasts. The Phillips Lions Club will provide a fish fry lunch during Family Fishing Day. Sponsorships continue to be sought. Xcel Energy has agreed to sponsor once again. Each county is asked to provide a basket with a minimum value of \$200 for Friday night's silent auction. Long sleeve t-shirts will be printed in moss green.

REVIEW DISTRIBUTION LISTS: Sarah Diedrick-Kasdorf asked members to review the distribution lists and let her know of any changes or additions.

BYLAWS DISCUSISON – NAME AND PURPOSE: The bylaws discussion will be placed on the next agenda. The working name will be Travel Northwest Wisconsin.

DEPARTMENT OF TOURISM REPORT: Julie Fox, representing Travel Wisconsin, reported on the following topics: increase in 2022 travel spending; 957 million impressions on website – successful summer campaign; currently in the midst of the winter campaign – Here's to Those Who Wisconsin; Travel Green program; Wisconsin Governor's Conference on Tourism March 12-14 in Green Bay; and snow reports – keep contributing.

DISCUSSION OF FUTURE AGENDA ITEMS: Items to be placed on the next agenda based on meeting discussion are North of Eight website proposal, Fishing Opener Manual change – award nominees to come from the ITBEC host county, social media, annual budget workplan and the bylaws.

SET NEXT MEETING DATE: The next meeting was scheduled for March 6, 2023 at the Northwest Regional Planning Commission office.

ADJOURN: Motion by Hanson, second by Schmitt, to adjourn the meeting at 11:50 a.m. Motion carried.