



NORTHWEST ITBEC TOURISM ADVISORY COMMITTEE

April 28, 2023

Northwest Regional Planning Commission
Spooner, Wisconsin

MINUTES

CALL TO ORDER: Chair Mary McPhetridge called the meeting to order at 10:05 a.m.

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

APPROVAL OF MINUTES: Motion by Motiff, second by Anderson, to approve the minutes of the March 6, 2023 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf gave the financial report. Revenue collected to date totaled \$33,000.69; expenses paid in 2023 totaled \$20,939.00; the current account balance is \$54,340.67; total unallocated revenue is \$14,886.99. Committee members also reviewed the 2023 budget in detail.

REVIEW OF 2023 PROJECT WORKPLAN: Tourism committee members reviewed the 2023 workplan. Fewer trails guides were printed so that expense will come in under budget. Discussion occurred on the Midwest Rider ad – for all future ads, consideration should be given to the amount of text on ads; whenever the Northwest ITBEC logo is used, the background should be lightened to allow the logo to be seen. The next blogging contract with North of Eight will be placed on the July agenda.

NORTHWEST ITBEC SOCIAL MEDIA USAGE – DISCUSS OPTIONS FOR USE OF FUNDING INCLUDED IN THE BUDGET FOR FACEBOOK ADS: Discussion occurred regarding target markets for social media buys – Wisconsin and Minnesota. The committee also

agreed to re-establish the marketing subcommittee – members to include Melissa Copp, Kaitlin Hanson and Mary Motiff.

2023 GOVERNOR’S FISHING OPENER UPDATES: Laura Palzkill provided an update on the fishing opener. Discussion ensued on a number of topics including set up, silent auction, banquet, sponsorships, registration table, breakfast, ITBEC booth and lunch.

BYLAWS UPDATE: This discussion was held over to the June meeting.

DEPARTMENT OF TOURISM REPORT: Jeff Anderson reported on the following items: National Travel and Tourism Week – using U.S. Travel Association’s toolkit and messaging; 2022 economic impact data to be released on June 5; state’s summer campaign is live; and the Office of Outdoor Recreation’s biking and hiking trail report was released on April 11.

DISCUSSION OF FUTURE AGENDA ITEMS: Items for the next agenda include bylaws review, fishing opener recap and workplan review.

SET NEXT MEETING DATE: The next meeting was set for June 1, 2023 at 10:00 a.m. in Spooner.

ADJOURN: Chair McPhetridge adjourned the meeting at 11:58 a.m.