



NORTHWEST ITBEC TOURISM ADVISORY COMMITTEE

June 1, 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; Chuck Anderson, Burnett County; Ken Schmitt, Chippewa County; Laura Palzkill, Phillips Area Chamber; Sherry Beckman, Hayward Lakes VCB; and Kaitlin Hanson, Washburn County Tourism. **EXCUSED:** Mark Liebaert, Douglas County; Melissa Copp, Mercer Chamber; Terry Hauer, Polk County EDC. **OTHERS PRESENT:** Nick Trimner, Price County; William Johnson, Polk County Info Center; Kevin Klucas, Burnett County Tourism; and Jeff Anderson, Travel Wisconsin.

APPROVAL OF MINUTES: Motion by Beckman, second by Schmitt, to approve the minutes of the April 28, 2023 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report distributed to members. Total revenue as of 5/25/23 was \$36,001.91; expenses paid in 2023 total \$34,111.33; the current account balance was \$44,168.56; and total unallocated revenue is \$17,887.21.

REVIEW OF 2023 PROJECT WORKPLAN: The committee discussed annual distribution numbers for the trails guide and corridor map – total number printed v. 5-Star distribution numbers; do we need to print annually or every two years; who is the audience for the trails guide and map. The marketing subcommittee will develop a plan to present to the full committee at its next meeting. WATVA – still awaiting 2022 bill. Kaitlin will follow up and also agreed to take the lead on WATVA ads. Mary McPhetridge encouraged committee members to send teasers to Dick Ellis at On Wisconsin Outdoors. Department of Tourism Co-op ads have been submitted. Sarah will review credit card information for the Constant Contact/CANVA and JotForm accounts and update as necessary. The lead will be changed from Kaitlin to Mary McPhetridge. All committee members should prepare and add generic posts for Facebook to the Google drive. A decision was made to add “homework” to each agenda. Sarah will send an email following each meeting outlining tasks to be completed between meetings.

PRELIMINARY DISCUSSION – 2024 NORTHWEST ITBEC BUDGET: The committee discussed revenue for the 2024 budget. Members agreed to recommend dues remain at 2023 levels and budget accordingly.

NORTHWEST ITBEC SOCIAL MEDIA USAGE – MARKETING SUBCOMMITTEE REPORT: The marketing subcommittee held one meeting so far and plans to meet again next month. The subcommittee will discuss print publication distribution and paid Facebook ads.

2023 WISCONSIN GOVERNOR’S FISHING OPENER: Laura Palzkill shared a summary from the Fishing Opener wrap-up discussion held via Zoom. Members were asked to review the Operations Manual prior to the next meeting and recommend changes. Discussion also occurred with regard to a PR plan for the Fishing Opener in the future.

Leads were also assigned for the 2024 Fishing Opener:

- Mary Motiff - website
- Kaitlin - Fishing Opener chair
- Laura - sponsorship lead
- Kevin - host destination - lead contact
- Mary McPhetridge - PR lead - development of a PR plan
- Sherry - registration lead
- Sarah - ITBEC booth

BYLAWS REVIEW/UPDATE: This item was held over to the next meeting.

DEPARTMENT OF TOURISM REPORT: Jeff Anderson provided the report from Travel Wisconsin. The economic impact data for 2022 will be released on June 6.

SET NEXT MEETING DATE: The next meeting was scheduled for July 25, 2023 at 10:00 a.m. in Spooner.

ADJOURN: Chair McPhetridge adjourned the meeting at 12:19 p.m.