



## NORTHWEST ITBEC TOURISM ADVISORY COMMITTEE

July 25, 2023

Northwest Regional Planning Commission  
Spooner, Wisconsin

### MINUTES

**CALL TO ORDER:** Chair Mary McPhetridge called the meeting to order at 10:01 a.m.

**ROLL CALL: PRESENT:** Mary McPhetridge, Ashland Chamber; Brandi Nelson, Barron County; Mary Motiff, Bayfield County Tourism; Chuck Anderson, Burnett County; Ken Schmitt, Chippewa County; Mark Liebaert, Douglas County; Melissa Copp, Mercer Chamber (Iron County); Laura Palzkill, Phillips Area Chamber (Price County); Cheyenne Makinia, Rusk County Joint Tourism Committee; Sherry Beckman, Hayward Lakes VCB (Sawyer County); and Kaitlin Hanson, Washburn County Tourism. **ABSENT:** Terry Hauer, Polk County Economic Development Corp. **OTHERS PRESENT:** Sarah Schowalter and Kevin Klucas, Burnett County Tourism; William Johnson, Polk County Tourism Council; Sue Leonard, Chippewa Falls Chamber; and Jeff Anderson, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Hanson, second by Schmitt, to approve the minutes of the June 1, 2023 meeting. Motion carried.

**FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed the financial report with committee members. As of the report dated July 20, 2023: total revenue was \$36,001.30; expenses paid in 2023 totaled \$36,675.35; the account balance was \$41,604.93; total expenses approved but not paid totaled \$23,717.33; and total unallocated revenue was \$17,887.60.

### UPDATE ON HOMEWORK ASSIGNMENTS FROM JUNE 1, 2023 MEETING:

Homework assignments from the June 1, 2023 meeting were reviewed. Members were reminded of the opportunity to send “teasers” to Dick Ellis at On Wisconsin Outdoors – send photos and logos in .jpeg. Members were also reminded to work on generic Facebook posts – posts can be sent directly to Melissa Copp. The Marketing Subcommittee met (report later in minutes). Blogs should be sent directly to Cara at North of Eight – if you do not have a submission for the month please let Cara know that as well. Credit card information was updated for Constant Contact, CANVA and JotForm. Mary Motiff discussed distributions with 5-Star Marketing – provided a

detailed list of 367 locations, our guides and maps are very popular. All contact lists have been updated.

#### **REVIEW OF 2023 PROJECT WORKPLAN:**

- Mary McPhetridge will check on the billing for brochure distribution and the TracPhone.
- The WATVA invoice for 2022 was received and paid.
- Mary McPhetridge to confirm On Wisconsin Outdoors ad was submitted for November/December.
- Snowtracks.com ad is in the works.
- Facebook advertising – looking at end of summer, fall and winter.
- Department of Tourism Co-op: we qualified for a free ad.
- Website – the snow widget still appears on the website – looking to switch to events or fall events. There were two different versions of the trails guide – ISSUU issue corrected.
- No golf events listed on website. Discussion on updating website to add golf, mini-golf and disc golf. If cannot do in 2023, make a 2024 goal. Sarah Diedrick-Kasdorf and Mary McPhetridge to ask ITBEC board for flexibility to use underspending in 2023 to update website to include golf.
- September blog post to focus on golf but need new blogging contract with North of Eight (Mary McPhetridge to contact).
- 2024 Travel Guide – ads close October 6 with billing in March 2024. Co-op program will roll out in September with sign up in September or October.

**MARKETING SUBCOMMITTEE REPORT:** Members of the Marketing Subcommittee are Kaitlin Hanson, Melissa Copp and Mary Motiff. The committee began an initial review of the current budget – recommendations as to where to reduce spending for 2024 (Facebook advertising, Google ad words, Travel Guide ad size). It was also noted that the Northwest ITBEC no longer owns nwwisconsin.com and that email address appears on the cover of the travel guide. The subcommittee will develop a list of URLs/domain names the ITBEC may want to purchase. Mary McPhetridge will discuss with North of Eight the cost of having them purchase and manage URLs on behalf of the ITBEC.

**PRELIMINARY DISCUSSION – 2024 NORTHWEST ITBEC BUDGET:** Based on preliminary budget recommendations from the Marketing Subcommittee Sarah will put together a draft budget for 2024 for discussion at the next meeting.

**2024 WISCONSIN GOVERNOR’S FISHING OPENER:** Burnett County has begun planning for the 2024 event. They are waiting on confirmation from the new event center for the VIP dinner. Fishing will take place on Big Yellow Lake – lots of dock space, breakfast will be served right off of the dock. The park at Crooked Lake in Siren will be used for Family Fun Day – 2-3 pavilions. Burnett County is working on securing rooms for event lodging – Kaitlin will let Kevin know the number of rooms needed in past years. It was confirmed that the ITBEC does

not allow booth participants at Family Fishing Day to sell items. Lunch may be served in two locations.

**BYLAWS UPDATE/REVIEW:** Members discussed major changes recommended to the bylaws. Sarah will review the bylaws with the board and then provide a marked up version to the attorneys for drafting.

Discussion on the Fishing Opener Manual was held over until the next meeting. Kaitlin will post a duplicate copy on the Google Drive for everyone to input recommendations for modification.

**REPORT OF TOURISM/TRAVEL WISCONSIN:** Jeff Anderson reported on the following: fall campaign webinar email was sent out – even if cannot attend sign up so will receive the video; signing up fall color reporters; presence at next week’s state fair.

**REVIEW OF HOMEWORK ASSIGNMENTS:** Due to time constraints, Sarah will email out the homework assignments.

**DISCUSSION OF FUTURE AGENDA ITEMS:** The next meeting will focus on the 2024 budget.

**SET NEXT MEETING DATE:** The next meeting will be held on August 16 at 10:00 a.m. in Spooner.

**ADJOURN:** Chair McPhetridge adjourned the meeting at 12:03 p.m.