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TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

March 20, 2024

Northwest Regional Planning Commission
Spooner, Wisconsin

MINUTES

CALL TO ORDER: Vice Chair Ken Schmitt called the meeting to order at 10:03 a.m.

ROLL CALL: PRESENT: 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; and Kaitlin Hanson, Washburn County Tourism.

EXCUSED: Mary McPhetridge, Ashland Area Chamber. **ABSENT:** Jim Caesar, The Development Association (Douglas); Melissa Copp, Mercer Chamber; Terry Hauer, Polk County Economic Development Corp; and Cheyenne Makinia, Rusk County Joint Tourism Committee.

OTHERS PRESENT: Kevin Klucas, Burnett County Tourism; Sue Leonard, Chippewa Falls Chamber; Sarah Schowalter, Burnett County Tourism; and Sue Smedegard, Burnett County Tourism. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Anderson, second by Hanson, to approve the minutes of the February 14, 2024 meeting. Motion carried.

WCA STAFF REPORT: Sarah Diedrick-Kasdorf indicated she will be sending out letters soon seeking appointments/reappointments to the Travel Northwest Wisconsin board and tourism committee.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated 3/13/24. Revenues to date in 2024 total \$33,000, all counties have paid their 2024 dues with the exception of Douglas; expenses paid in 2024 total \$9,075.52; the account balance is \$48,748.13; total unallocated revenue is \$11,703.76 (will increase once 2023 is closed out).

UPDATE ON HOMEWORK ASSIGNMENTS FROM FEBRUARY 14, 2024 MEETING: Q4 expenses for postage and TracFone were submitted; no additional 2023 charges for Facebook. Mary Motiff sent out a form related to all forms of golf for the website – forms due back by March 27. Kaitlin will come to next meeting with a proposal on working with APG on a

May boost. Mary Motiff and Kaitlin have been working with Burnett County on the Fishing Opener website – Kaitlin to make updates while Mary is out of the office. Sarah will work on ordering items for the Travel Northwest Wisconsin booth at the fishing opener. Mary Motiff sent information regarding the number of corridor maps left and the cost to reprint.

2024 GOVERNOR’S FISHING OPENER: The local planning group will meet again mid-late April. Travel Wisconsin does not have bags this year that can be used for VIPs. Kaitlin will order nicer cloth bags. Kaitlin will help coordinate the items to be included in the bags – bag items should be sent to Kaitlin’s office. A discussion was held regarding whether or not governors from other states should be invited to the fishing opener. The group also discussed whether or not the silent auction should continue and whether or not a raffle could be held at the fishing opener. Motion by Anderson, second by Motiff, to have every county provide an item for the silent auction. Motion carried 5-2. All of the nominees for the Warren Knowles award have been invited and plan to attend. Currently there are 19 fishing hosts with additional boats pending. Discussion was also held regarding event PR. Sarah will work with Kaitlin on booth materials.

REVIEW OF 2024 PROJECT WORKPLAN:

2024 Wisconsin Travel Guide: Kaitlin shared correspondence from Travel Wisconsin indicating that the 2024 Wisconsin Travel Guide will be available in early May. Because distribution of the guide is later than anticipated its shelf life is extended through December 2025. As a result we will not need to use the \$3,185 set aside in the 2024 budget for a 2025 travel guide advertisement.

Reprint of Corridor Maps: Mary Motiff received a quote on the cost to do a reprint of the current corridor map. The cost to reprint 15,000 60# maps is \$3,478 and the cost to reprint 15,000 70# maps is \$3,535. Motion by Motiff, second by Anderson, to request that the board reallocate the \$3,185 that was budgeted for the travel guide plus distribution cost savings to print 15,000 maps. Motion carried. [Secretary’s Note: There is currently \$1,150 allocated in the 2024 budget to reprint corridor maps.]

WISCONSIN DEPARTMENT OF TOURISM/TRAVEL WISCONSIN REPORT: Jeff Anderson was unable to attend the meeting.

REVIEW OF HOMEWORK ASSIGNMENTS: Sarah Diedrick-Kasdorf will send out the homework assignments.

SET NEXT MEETING DATE: The next meeting was scheduled for April 18 at 10:00 a.m. at the Northwest Regional Planning Commission office in Spooner. Fishing opener bags will be stuffed following the meeting at Kaitlin’s office.

ADJOURN: Vice Chair Schmitt adjourned the meeting at 12:07 p.m.

TRAVEL NORTHWEST WISCONSIN

Homework Assignments

3-20-24

- Fill out and send golf forms back to Mary Motiff by March 27 - All
- Kaitlin to come to next meeting with a proposal from APG on a May boost.
- Facebook – Mary Motiff will check in with Melissa; at April meeting group to discuss Facebook plans for the next six months
- Promote Family Fishing Day on social media – All
- Bring to board budget modification - no Wisconsin Travel Guide expenditure in 2024 – shift funds to corridor map reprint – Sarah
- Order tote bags for Fishing Opener – Kaitlin
- Feel out Governor’s office about inviting other governors to the Fishing Opener – Sarah
- Item or basket for Fishing Opener silent auction – All
- Order booth supplies for Fishing Opener – Sarah to work with Kaitlin