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## **TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE**

Thursday, November 7, 2024  
10:00 a.m.

Northwest Regional Planning Commission  
1400 S River Street  
Spooner, Wisconsin

Join Zoom Meeting

<https://us06web.zoom.us/j/84283538507?pwd=66IeT8uS1Sy08KBbk07X48e0xs83sz.1>

Call In  
312-626-6799

Meeting ID: 842 8353 8507  
Passcode: 512792

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the September 27, 2024 Meeting
4. Financial Report
5. Review Homework Assignments from Previous Meetings
6. 2025 Governor's Fishing Opener
7. Review of 2024 Project Workplan – Identify Savings
8. Review of 2025 Budget/Project Workplan
  - Printing Costs for Trails Guide and Corridor Map
  - Identify Budget Modifications

Travel Northwest Wisconsin Tourism Committee Agenda  
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November 7, 2024

- Travel Wisconsin Co-op Offerings
  - Social Media Plan
9. Wisconsin Department of Tourism/Travel Wisconsin Report
  10. Review Homework Assignments
  11. Discussion of Future Agenda Items
  12. Next Meeting Date: December 5, 2024
    - Can we make this a Zoom only meeting?
  13. Adjourn



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## TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

September 27, 2024

Northwest Regional Planning Commission  
Spooner, Wisconsin

### MINUTES

**CALL TO ORDER:** Chair Mary McPhetridge called the meeting to order at 10:00 a.m.

**ROLL CALL: VOTING MEMBERS PRESENT:** Mary McPhetridge, Ashland Chamber; Brandi Nelson, Barron County; Mary Motiff, Bayfield County; Chuck Anderson, Burnett County; Sue Leonard, Chippewa Chamber; Lindsey Conley, Douglas County; Melissa Copp, Mercer Chamber; Brad Bearson, Polk County; Mindy Simons, Hayward Lakes VCB; and Kaitlin Horsch, Washburn County Tourism. **VOTING MEMBERS EXCUSED:** Suzanne Vohs, Rusk County. **NONVOTING MEMBERS PRESENT:** Kevin Klucas, Burnett County. **OTHERS PRESENT:** Kelsy Schultz, Washburn County Tourism and Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Simons, second by Horsch, to approve the minutes of the September 27, 2024 meeting. Motion carried.

### UPDATE ON TRAVEL NORTHWEST WISCONSIN BOARD OF DIRECTORS

**MEETING:** Sarah Diedrick-Kasdorf provided an update from the September 25, 2024 board of directors meeting. The board adopted the budget as proposed by the tourism committee, providing flexibility to the committee to transfer funds between line items as necessary. The board also elected its officers and set dues for 2025.

**FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed the financial report. Revenues in 2024 total \$42,341.99; expenses paid in 2024 total \$17,643.41; the account balance is \$49,521.92; and total unallocated revenue is \$29,970.36.

**REVIEW HOMEWORK ASSIGNMENTS FROM PREVIOUS MEETING:** Kaitlin settled the issue with Tavern League of Burnett County Foundation's check; Brandi and Mary Motiff updated the 2025 Fishing Opener information on the website; Kaitlin updated Google drive access for members, Sarah will begin populating site.

**2025 GOVERNOR’S FISHING OPENER:** Brandi Nelson provided an update on the 2025 Fishing Opener – putting together a committee and a sponsorship list; hoping to order shirts and hats as giveaways; event to be held at Veterans Memorial Park. The 2025 logo is ready and the website has been updated. Committee members discussed ideas for the VIP banquet, including potential keynote speakers and a Travel Northwest Wisconsin video.

**POLICY FOR FACEBOOK BOOSTS:** The Marketing Subcommittee discussed the inquiry from the previous meeting regarding using Facebook boosts for individual member events. The Marketing Subcommittee recommended use of Travel Northwest Wisconsin (TNW) funding to promote TNW as a whole. Motion by Motiff, second by Simons, to only use Facebook boosts to promote TNW as a whole. Motion carried.

**REVIEW OF 2024 PROJECT WORKPLAN:** Committee members reviewed the remaining projects for 2024 – additional brochure distribution charges, MN SnoMo magazine, the November/December On Wisconsin Outdoors ad, Facebook advertising (plan to spend \$400 by year’s end), and a December co-op ad. Mindy will reach out to WATVA about opportunities. North of Eight spent more time than we paid for on the blogging contract. They will develop a social media marketing proposal for the committee’s consideration. The Marketing Subcommittee will work on Facebook posts for next year.

**REVIEW OF 2025 PROJECT WORKPLAN:** The board of directors adopted the 2025 budget/workplan but provided the tourism committee flexibility to transfer within line items as needed, as long as the total spend amount is not exceeded. The tourism committee reviewed the 2025 budget for potential savings/transfer opportunities as the committee would like to print a greater number of copies of the publications than what the budget allows – per unit price is less so it makes sense to print a greater number of copies upfront. Committee members will seek quotes for the printing of both the trails guide and the corridor map. Sue agreed to take the lead on the web publications – Kaitlin will work with her on the transition. As social media sponsored ads are no longer an option for the 2025 Travel Wisconsin Co-op Program, the committee agreed to purchase one footer ad and one Traveler email (first row top option). Timing for the ads should be fall, winter, or spring.

**WISCONSIN DEPARTMENT OF TOURISM/TRAVEL WISCONSIN REPORT:**

Christopher Jennings introduced himself to the group and discussed his background. In August, Travel Wisconsin had 156 regional/national media hits with 1.99 billion impressions. The Co-op Program goes live on October 10. JEM grant applications are due November 1. The Office of Outdoor Recreation hired a Tourism Development Specialist to help DMOs find funding to build “the thing.” The position is designed to connect DMOs to resources. The Wisconsin Economic Development Corporation (WEDC) has a \$5 million Opportunity Attraction Fund to assist in “stealing” an event from out of state.

**REVIEW HOMEWORK ASSIGNMENTS:** Sarah will work on draft minutes and send out homework assignments.

**SET NEXT MEETING DATE:** The Tourism Committee set a standard meeting date and time – first Thursday of the month at 10:00 a.m. Sarah will work on securing a meeting location and send out Zoom invite/calendar invites – meetings will be hybrid. Next meeting will be on November 7.

**ADJOURN:** Chair McPhetridge adjourned the meeting at 11:44 a.m.

**From:** Sarah Diedrick-Kasdorf diedrick@wicounties.org  
**Subject:** Travel Northwest Wisconsin Tourism Committee Meeting Schedule and Homework  
**Date:** October 10, 2024 at 10:54 AM

SD

**To:** Sarah Diedrick-Kasdorf diedrick@wicounties.org, Ashland County - Mary McPhetridge info@visitashland.com, Brandi Nelson brandi.nelson@co.barron.wi.us, Mary Motiff mary.motiff@bayfieldcounty.wi.gov, Chuck Anderson cbdistrict9@burnettcounty.org, Sue Leonard sue@chippewachamber.org, Lindsey Conley lindsey.conley@douglascountywi.gov, Melissa Copp melissa@mercercoc.com, Brad Bearson bradbearson@proton.me, Suzanne Vohs svohs@ruskcountywi.us, Mindy mindy@haywardlakes.com, Kaitlin Hanson tourism@washburncounty.org, Phillips Chamber chamber@phillipswisconsin.net, james.crandall@bayfieldcounty.wi.gov, Nick Trimner nick.trimner@pricecounty.wi.gov, Kevin Klucas kevin.klucas@yahoo.com, Jennings, Christopher - TOURISM cjennings@travelwisconsin.com

#### Travel Northwest Wisconsin Tourism Committee Members and Guests:

My apologies for the delay in getting this to you but I wanted to secure our physical location for our meetings for the next year. As agreed to at our last meeting, we are moving to a set meeting schedule - the first Thursday of the month at 10:00 a.m. Our meetings will continue to be hybrid in nature. I sent a calendar invite to all of you that included the Zoom link. For those attending in person, I have reserved the conference room at the Northwest Regional Planning Commission offices in Spooner for the foreseeable future.

I have attached draft minutes from our September meeting (that means I have not proofread them so there are likely to be mistakes!).

Following please find the homework assignments:

Change Kaitlin's last name on the roster - Sarah

Work with board chair on Tourism Committee appointees - Sarah (Done - Jim Crandall and Nick Trimner)

Learn all names and faces - Christopher Jennings 😊

Set up monthly meeting schedule - send calendar invite - Sarah

Update Google drive - Sarah

Compile where our publication requests are coming from to share at the next meeting - Mary McPhetridge and others with access to JotForm

Get quotes for printing of trails guide and corridor map - Mary Motiff and others who have contacts with printers

Sign up for Travel Wisconsin Co-op Program - Mindy

Make contact with WATVA - Mindy will check with board member

Get social media marketing proposal from North of Eight prior to the next meeting - Mary & Mary

Facebook posts for next year - Marketing Committee

Please let me know if I am missing anything.

Sarah



#### Sarah Diedrick-Kasdorf

Director of Outreach & Member Engagement

608-663-7188 • cell: 608-225-3017

22 E. Mifflin Street, Suite 900

Madison, WI 53703

diedrick@wicounties.org



<b>TRAVEL NORTHWEST WISCONSIN 2024 ADOPTED BUDGET</b>									
REVENUE									
		Dues			\$36,000				
		Fishing Opener			\$800				
		Interest							
		2023 Carryover (estimated)			\$17,000.00				
TOTAL PROJECTED REVENUE									
					\$53,800				
EXPENDITURES									
Marketing Plan	Person Assigned	Project		Billing Entity	2024 Adopted	Totals	Amt. Expended	Date Paid	Balance Remaining
<b>PRINT PUBLICATIONS (ITBEC)</b>									
		<b>DISTRIBUTION OF PUBLICATIONS</b>							
	Mary Motiff	Distribution (external)			\$ 5,000.00	\$ 5,000.00	\$3,236.50		1,763.50
			Corridor Map Distribution/Trail Guide Distribution	5 Star Marketing, LLC			\$3,236.50	3/21/24	
	Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$ 2,000.00	\$ 2,000.00	\$439.38		1,560.62
			Postage	2024 Q1			\$168.40	7/25/24	
				2024 Q2			\$177.17	10/3/24	
			Supplies						
			TracPhone (or other digital voice mail)	2024 Q1			\$46.92	7/25/24	
				2024 Q2			\$46.89	10/3/24	
		<b>ITBEC PUBLICATION PRINTING</b>							
	Kaitlin	Trails Guide			\$ -	\$ -	\$0.00		0.00
		Corridor Maps			\$ 1,150.00	\$ 1,150.00	\$0.00		1,150.00
<b>PRINT PUBLICATIONS (PURCHASED)</b>									
	Sherry	MN SnoMo Magazine			\$ 1,846.00	\$ 1,846.00	\$1,846.00	9/19/24	0.00
	Sherry	WI SnoMo Magazine	DEC 24/JAN 25	MSPN	\$ 2,104.00	\$ 2,104.00	\$2,104.20	3/7/24	(0.20)
	Sherry	Midwest Rider	MAY/JUNE 24 - AUG/SEPT 24	MSPN	\$ 2,940.00	\$ 2,940.00	\$2,793.00	3/7/24	147.00
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$ 2,400.00	\$ 2,400.00	\$1,200.00		1,200.00
			March/April 2024				\$1,200.00	3/7/24	
			November/December 24						
	Kaitlin	Wisconsin Travel Guide	2025 Guide	Madden Media	\$ 3,185.00	\$ 3,185.00	\$0.00		3,185.00
		<b>Print Ad Design</b>							
<b>WEB PUBLICATIONS (PURCHASED)</b>									
	Laura Palzkill	Snowtracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$ 1,000.00	\$ 1,000.00	\$1,000.00	6/27/24	0.00
	Kaitlin	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$ 750.00	\$ 750.00	\$0.00		750.00

<b>WEBSITE</b>									
	Mary Motiff	<b>Website</b>							
		Website Updates		North of Eight Design	\$ 2,000.00	\$ 2,000.00	\$0.00		2,000.00
		ISSUU		Bayfield County Tourism	\$ 600.00	\$ 600.00	\$528.00	3/7/24	72.00
		Web Hosting/Maintence	April - March contract	North of Eight	\$ 900.00	\$ 900.00	\$562.17	4/18/24	337.83
<b>SOCIAL MEDIA</b>									
	Melissa	Facebook Advertising (internal)			\$ 1,000.00	\$ 1,000.00	\$0.00		1,000.00
	Mary McP	Blogging Contract	September - August	North of Eight	\$ 2,000.00	\$ 2,000.00	\$0.00		2,000.00
	Mary McP	Ad Words (SEO)		North of Eight /APG	\$ 1,000.00	\$ 1,000.00	\$0.00		1,000.00
	Sherry	<b>Department of Tourism Co-op</b>		Hiebing	\$ 3,000.00	\$ 3,000.00	\$2,500.00		500.00
		Social Media Sponsored Ad - January	\$500				\$500.00	2/22/24	
		Social Media Sponsored Ad - April	\$500				\$500.00	5/30/24	
		Social Media Sponsored Ad - May	\$500				\$500.00	6/27/24	
		Social Media Sponsored Ad - August	\$500				\$500.00	10/3/24	
		Social Media Sponsored Ad - September	\$500				\$500.00	10/31/24	
		Social Media Sponsored Ad - December	\$500						
<b>FISHING OPENER</b>									
		<b>Governor's Fishing Opener Sponsorship</b>		NWRPC - WI Gov's Fishing Opener	\$ 1,000.00	\$ 1,000.00	\$1,000.00	1/25/24	0.00
		<b>ITBEC Booth</b>			\$ 800.00	\$ 800.00	\$0.00		800.00
<b>SUBSCRIPTIONS</b>									
	Mary McP	Constant Contact		Ashland Chamber	\$500.00	\$500.00	\$500.00	10/31/24	0.00
		CANVA		Ashland Chamber	\$150.00	\$150.00	\$0.00		150.00
		JotForm		Ashland Chamber	\$325.00	\$325.00	\$318.40	7/11/24 & 10/31/24	6.60
<b>Total Marketing Plan</b>						\$ 35,650.00	\$ 18,027.65		17,622.35
<b>Other Expenses</b>									
		Travel Overage			\$ -	\$ -			0.00
		Planning Commission Expenses			\$ -	\$ -			0.00
		Chair's Account			\$ -	\$ -			0.00
		Bank Charges			\$ 350.00	\$ 350.00	\$197.10	1/24-9/24	152.90
<b>Total Other Expenses</b>						\$ 350.00	\$ 197.10		152.90
<b>Total Budget</b>						\$ 36,000.00	\$ 18,224.75		17,775.25



TRAVEL NORTHWEST WISCONSIN										
2025 APPROVED BUDGET 9-25-24										
REVENUE										
		Dues			\$36,000					
		Fishing Opener			\$2,000					
		Interest								
		2024 BALANCE - UNALLOCATED REVENUE			\$25,000.00					
		2024 UNDERSPENDING		\$	8,085.00					
TOTAL PROJECTED REVENUE										\$71,085
EXPENDITURES										
Marketing Plan	Person Assigned	Project		Billing Entity	2024 Adopted	Totals	Amt. Expended	Date Paid	Balance Remaining	Proposed 2025 Budget
PRINT PUBLICATIONS (ITBEC)										
		DISTRIBUTION OF PUBLICATIONS								
	Mary Motiff	Distribution (external)			\$ 5,000.00	\$ 5,000.00	\$3,236.50		1,763.50	\$ 5,000.00
			Corridor Map Distribution/Trail Guide Distribution	5 Star Marketing, LLC			\$3,236.50	3/21/24		
	Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$ 2,000.00	\$ 2,000.00	\$215.32		1,784.68	\$ 1,500.00
			Postage	2024 Q1			\$168.40			
			Supplies							
			TracPhone (or other digital voice mail)	2024 Q1			\$46.92	7/25/24		
		ITBEC PUBLICATION PRINTING								
	Kaitlin	Trails Guide			\$ -	\$ -	\$0.00		0.00	\$ 13,233.00
	Brandi/Mary Mo	Corridor Maps			\$ 1,150.00	\$ 1,150.00	\$0.00		1,150.00	\$14,144
PRINT PUBLICATIONS (PURCHASED)										2021 -55,000 maps \$7440 - UPDATE AND REPRINT TO NWRPC 12/2/21 PAID
	Mindy/Brad	MN SnoMo Magazine	DECEMBER PAYMENT		\$ 1,846.00	\$ 1,846.00	\$0.00		1,846.00	\$ 1,846.00
	Mindy/Brad	WI SnoMo Magazine	DEC 24/IAN 25	MSPN	\$ 2,104.00	\$ 2,104.00	\$2,104.20	3/7/24	(0.20)	\$ 2,104.20
	Mindy/Brad	Midwest Rider	MAY/JUNE 24 - AUG/SEPT 24	MSPN	\$ 2,940.00	\$ 2,940.00	\$2,793.00	3/7/24	147.00	\$ 2,940.00
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$ 2,400.00	\$ 2,400.00	\$1,200.00		1,200.00	\$ 2,400.00
			March/April 2024				\$1,200.00	3/7/24		
			November/December 24							
	Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$ 3,185.00	\$ 3,185.00	\$0.00		3,185.00	\$ 3,185.00
		Print Ad Design								
WEB PUBLICATIONS (PURCHASED)										
	Sue (Kaitlin)	Snowtracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$ 1,000.00	\$ 1,000.00	\$1,000.00	6/27/24	0.00	\$ 1,000.00
	Sue (Kaitlin)	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$ 750.00	\$ 750.00	\$0.00		750.00	\$ 750.00
WEBSITE										
	Mary Motiff	Website								

		Website Updates		North of Eight Design	\$ 2,000.00	\$ 2,000.00	\$0.00		2,000.00	\$ 500.00	
		ISSUU		Bayfield County Tourism	\$ 600.00	\$ 600.00	\$528.00	3/7/24	72.00	\$ 600.00	
		Web Hosting/Maintenance	April - March contract	North of Eight	\$ 900.00	\$ 900.00	\$562.17	4/18/24	337.83	\$ 700.00	
<b>SOCIAL MEDIA</b>											
	Melissa	Facebook Advertising (internal)			\$ 1,000.00	\$ 1,000.00	\$0.00		1,000.00	\$ 500.00	
	Mary McP	Blogging Contract	September - August	North of Eight	\$ 2,000.00	\$ 2,000.00	\$0.00		2,000.00	\$ 2,000.00	
	Mary McP	Ad Words (SEO)		North of Eight /APG	\$ 1,000.00	\$ 1,000.00	\$0.00		1,000.00	\$ 3,300.00	
	Mindy	<b>Department of Tourism Co-op</b>		Hiebing	\$ 3,000.00	\$ 3,000.00	\$1,500.00		1,500.00	\$ 3,600.00	
		Social Media Sponsored Ad - January	\$500				\$500.00	2/22/24			
		Social Media Sponsored Ad - April	\$500				\$500.00	5/30/24			
		Social Media Sponsored Ad - May	\$500				\$500.00	6/27/24			
		Social Media Sponsored Ad - August	\$500								
		Social Media Sponsored Ad - September	\$500								
		Social Media Sponsored Ad - December	\$500								
<b>FISHING OPENER</b>											
		<b>Governor's Fishing Opener Sponsorship</b>		NWRPC - WI Gov's Fishing Opener	\$ 1,000.00	\$ 1,000.00	\$1,000.00	1/25/24	0.00	\$ 1,000.00	
		<b>ITBEC Booth</b>			\$ 800.00	\$ 800.00	\$0.00		800.00	\$ 500.00	
<b>SUBSCRIPTIONS</b>											
	Mary McP	Constant Contact	PREPAYS SEPTEMBER	Ashland Chamber	\$500.00	\$500.00	\$0.00		500.00	\$ 500.00	
		CANVA	JULY BILLING	Ashland Chamber	\$150.00	\$150.00	\$0.00		150.00	\$ 150.00	
		JotForm	FEBRUARY RENEWAL	Ashland Chamber	\$325.00	\$325.00	\$288.00	7/11/24	37.00	\$ 325.00	
<b>Total Marketing Plan</b>						\$ 35,650.00	\$ 14,427.19		21,222.81	\$ 61,777.20	
<b>Other Expenses</b>											
		Travel Overage			\$ -	\$ -			0.00		
		Planning Commission Expenses			\$ -	\$ -			0.00		
		Chair's Account			\$ -	\$ -			0.00		
		Bank Charges			\$ 350.00	\$ 350.00	\$153.43	1/24-7/24	196.57	\$ 400.00	
<b>Total Other Expenses</b>						\$ 350.00	\$ 153.43		196.57		
<b>Total Budget</b>						\$ 36,000.00	\$ 14,580.62		21,419.38	\$ 62,177.20	