



22 EAST MIFFLIN STREET, SUITE 900
MADISON, WI 53703
TOLL FREE: 1.866.404.2700
PHONE: 608.663.7188
FAX: 608.663.7189
WICOUNTIES.ORG

TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

Thursday, October 2, 2025
8:30 a.m.

Join Zoom Meeting

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

Join by Phone
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 4, 2025 Meeting
4. Financial Report
5. Travel Northwest Wisconsin Invoicing
6. Governor's Fishing Opener
7. 2025 Marketing Plan/Marketing Subcommittee Report
 - a. Outdoor & Travel Guide
 - b. Corridor Map
 - c. Other Projects
8. 2026 Budget
9. Travel Wisconsin Report

Travel Northwest Wisconsin Tourism Committee Agenda

Page 2

October 2, 2025

10. Homework Assignments

11. Next Meeting Date and Topics – Set Meeting Schedule Moving Forward

12. Adjourn