



TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

January 14, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Mary McPhetridge called the meeting to order at 9:04 a.m.

ROLL CALL: PRESENT: Mary McPhetridge, Ashland Chamber; Mary Motiff, Bayfield County; Chuck Anderson, Burnett County; Kelly Peterson, Douglas County; Brad Bearson, Polk County; Mindy Simons, Hayward Lakes VCB; Kaitlin Horsch, Washburn County Tourism; Jim Crandall, Bayfield County; Nick Trimner, Price County; and Kevin Klucas, Burnett County Tourism. **EXCUSED:** Ellie Peabody, Chippewa Chamber and Johnathan McArthur, Phillips Chamber. **ABSENT:** Brandi Nelson, Barron County; Melissa Copp, Mercer Chamber; and Cheyenne Makinia, Rusk County. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Simons, second by Anderson, to approve the minutes of the December 16, 2025 meeting. Motion carried.

FINANCIAL REPORT: The financial report was emailed out prior to the meeting. Sarah Diedrick-Kasdorf reviewed revenues and expenditures for 2025 and 2026.

REVIEW OF HOMEWORK ASSIGNMENTS FROM THE DECEMBER MEETING: There were very few homework assignments from the December meeting. Sarah sent out Zoom/calendar links for the 2026 meetings.

2026 GOVERNOR'S FISHING OPENER: Sponsorships are coming in – Hayward Lakes, Lake Chippewa Flowage Resort Association, Hayward Chamber. A local printing company is creating a custom design for the lures. Sawyer Projects in Outdoor Education wants to play a large role in Family Fishing Day. Mindy spoke with the DNR, they will have a large presence at Family Fishing Day. Still looking for fishing boats – St. Croix Rods staff will be asked about providing boats, the DNR has suggestions for boat hosts as well. Mindy will be on a radio show on January 26 and will do a call out for boats. IFD is on board – Chuck will continue to work with them on the food order. The fishing opener is 60 this year – North of Eight is willing to help

design a specialty logo for the 60th anniversary. Mary McPhetridge will reach out to Michelle at Enbridge about a sponsorship. Mindy will send Sarah sponsorship forms for WCA and Discover.

2025 MARKETING PLAN:

Outdoor & Travel Guides and Corridor Maps: Kaitlin is working on getting an invoice for the travel guides. Guides will be delivered to the Northwest Regional Planning Commission. Mary Motiff is working with Clem from the NWRPC on the base map.

Outstanding Invoices: Sarah requested that any outstanding invoices for 2025 be sent to her ASAP.

2026 MARKETING PLAN: The committee reviewed the 2026 marketing plan and noted due dates for projects. The committee agreed to cancel the TracPhone in 2026 – there will still be a bill for January.

TRAVEL WISCONSIN REPORT: Christopher Jennings discussed the following: the new partner portal is nearing launch, February 23 launch planned, seasonal report widgets will no longer work so will need to be recreated, downloaded and embedded once the website launches; Office of Outdoor Recreation's Do It Yourself Economic Impact Program – seeking year three participants; Veronica Pope hired to lead the new film office; Derrick Zimmerman new Senior Marketing Communications Specialist for the Office of Outdoor Recreation; make sure to update Winter Snow Reports; new web record set in 2025 – 11.9 million visits; Travel Green sign up is open; latest call for PR – pet-friendly travel and farm charm in Wisconsin.

NEXT MEETING DATE: Sarah will reach out to Ellie to see if there is a meeting time that works for her. The next meeting will be held on February 11 at 9:00 a.m.

ADJOURN: Chair McPhetridge adjourned the meeting at 9:48 a.m.