



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

Wednesday, March 11, 2026
10:00 a.m.
(Note Time Change)

Northwest Regional Planning Commission
Conference Room
1400 S River Street
Spooner, Wisconsin

or

Join Zoom Meeting
<https://us06web.zoom.us/j/87091148280?pwd=UEhXZFUSIDvabtBH1p4xovqChk3SFb.1>

Join by Phone
312-626-6799

Meeting ID: 870 9114 8280
Passcode: 858582

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes of the February 11, 2026 Meeting
4. Financial Report
5. 2026 Governor's Fishing Opener
 - a. Warren Knowles Award Nomination
 - b. Sponsorships
 - c. RSVPs
 - d. Showcase Tours
 - e. Social Media Influencers

Travel Northwest Wisconsin Tourism Committee Agenda

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- f. Friday Night Banquet
 - g. Giveaways
 - h. Fishing Hosts
 - i. Family Fishing Day – Food and Booths
 - j. Saturday Breakfast
 - k. Bag Stuffing Date and Time
 - l. Other
6. Updates on Outdoor & Travel Guide and Corridor Map
7. 2026 Marketing Plan
- a. Project Review – Upcoming Project Due Dates
 - b. Marketing Subcommittee Report
8. Travel Wisconsin Report
9. Homework Assignments
10. Next Meeting Date: April 8, 2026 at 10:00 a.m. (Northwest Regional Planning Commission and Zoom)
11. Adjourn

Google Drive:

https://drive.google.com/drive/u/0/folders/1NNmQOi6Nx9zCefO_oJ4ihirIENpPkXRN

TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

February 11, 2026

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Mary McPhetridge called the meeting to order at 9:01 a.m.

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

APPROVAL OF MINUTES: Motion by Simons, second by Anderson, to approve the minutes of the January 14, 2026 meeting. Motion carried.

FINANCIAL REPORT: The financial report was emailed out to members. Still waiting on dues payments from Ashland and Iron counties.

2026 GOVERNOR'S FISHING OPENER: Mindy Simons provided the report. There is \$18,500 in sponsorships to date. Mary McPhetridge will reach out to Enbridge about their sponsorship. Christopher Jennings will provide a Kwik Trip contact to Mindy. The showcase tours have been solidified (Winter Greenhouse, Lac Courte Oreilles Fish Hatchery, Fishing Hall of Fame). Mindy and Chuck will talk regarding IFD questions. There is a vendor who committed to provide the breakfast service. Discussion was held on the process for deciding which social media influencers we use for the event.

2025 MARKETING PLAN: The new travel guide will be available soon. The corridor map will have new, bold colors. The committee agreed to the use of a new cover with the group's logo. Mary Motiff just signed a new distribution agreement for both publications.

2026 MARKETING PLAN: The Marketing Subcommittee did not meet. It was noted that we have an upcoming ad in On Wisconsin Outdoors (March/April edition).

Travel Northwest Wisconsin Tourism Committee Minutes

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TRAVEL WISCONSIN REPORT: Christopher Jennings reported on the following: new partner portal – webinar on seasonal reports, recording available on how to use the new portal, updated listing criteria (one photo and one link); new logins needed to update the snow report; need to log in and create new seasonal reports widgets; Office of Outdoor Recreation’s “Do It Yourself Economic Impact Program;” WIGCOT.

NEXT MEETING DATE: The next meeting will be held on March 11 at 10:00 a.m. (note time change). The meeting will be held at the Northwest Regional Planning Commission offices and via Zoom.

ADJOURN: Prior to adjournment members shared exciting events happening in their counties. The meeting adjourned at 9:46 a.m.