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TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

Wednesday, August 12, 2026
9:00 a.m.

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 July 8, 2026 Meeting
4. Financial Report
5. Governor's Fishing Opener
 - a. 2026 Final Accounting
 - b. 2027 Fishing Opener
 - c. Future Fishing Opener Hosts
6. 2026 Marketing Plan – Project Review and Upcoming Project Due Dates
 - a. Facebook Posts
 - b. Travel Guides
7. 2027 Preliminary Budget Development
8. Short-Term Rentals (Kevin Klucas)

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9. Travel Wisconsin Report

10. Homework Assignments

11. Next Meeting Date: September 9, 2026

12. Adjourn



TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

July 8, 2026

Zoom Meeting

MINUTES

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

ROLL CALL: PRESENT: Brandi Nelson, Barron County; Mary Motiff, Bayfield County; Chuck Anderson, Burnett County; Kelly Peterson, Douglas County; Brad Bearson, Polk County; Johnathan McArthur, Price County; Mindy Simons, Hayward VCB; and Nick Trimner, Price County. **EXCUSED:** Mary McPhetridge, Ashland Chamber; Ellie Peabody, Chippewa Chamber; Joseph Wendell Miller, Iron County Extension; Jackson Koverman, Rusk County; and Kaitlin Horsch, Washburn County Tourism. **OTHERS PRESENT:** Christopher Jennings, Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Bearson, second by Simons, to approve the minutes of the June 10, 2026 meeting. Motion carried.

FINANCIAL REPORT: The financial report was emailed to members prior to the meeting.

GOVERNOR'S FISHING OPENER:

2026 Final Items: The financials will be complete in early September. The Molson Coors sponsorship will be paid in late August.

2027 Opener: Geri Dresen, the Iron River Chamber Director, passed away unexpectedly. She was excited to host the fishing opener in 2027. Kori Zenz is the new Chamber Director and is excited to host as well.

Future Fishing Opener Hosts: Counties that have not yet hosted are encouraged to host in 2028. Hayward VCB requested to be penciled in for 2031.

2026 MARKETING PLAN:

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Facebook Posts: The Marketing Subcommittee will try to get together to discuss the Facebook page and the posts created by North of Eight. All counties are encouraged to post to the page as well. It was noted that Meta no longer allows the scheduling of posts greater than 30 days out. Mary Motiff will follow up with Melissa.

Travel Guide: Still waiting on a date for their arrival. When available, 10,000 will be sent to 5-Star for distribution and 10,000 to the Ashland Chamber to fulfill requests. Maps are available at the NWRPC office, as well as from Mary Motiff in Bayfield County.

2027 PRELIMINARY BUDGET DEVELOPMENT: The budget will be discussed in August. Members were asked to check on 2027 pricing. All members will be asked to take the lead on a project or assist with the fishing opener.

TRAVEL WISCONSIN REPORT: Christopher Jennings reported on the following: Wisconsin Economic Development Corporation (WEDC) opportunity attraction fund – event that brings national media attention, now a sponsorship, application is live; August 1 JEM grant deadline; survey on “What’s New in Wisconsin for 2027?”; share success stories with Christopher.

HOMEWORK ASSIGNMENTS: Marketing subcommittee to meet. Mary Motiff will reach out to Melissa. Everyone in charge of a project to check pricing for 2027. All members encouraged to post on Travel Northwest Wisconsin’s Facebook page.

NEXT MEETING DATE: The next meeting will be held on August 12. The meeting will be at 9:00 if Zoom only; 10:00 if hybrid.

ADJOURN: Motion by Simons, second by Anderson, to adjourn. Motion carried. The meeting adjourned at 9:27 a.m.

TRAVEL NORTHWEST WISCONSIN - 2027 BUDGET WORKSHEET											
2026 APPROVED BUDGET 11-3-25											
Total Board Approved Spending Amount: \$			38,000								
REVENUE				2027 PROJECTED REVENUE							
		Dues	\$36,000	\$36,000							
		Fishing Opener		\$2,000							
		Interest									
		2026 BALANCE - UNALLOCATED REVENUE	\$18,961.97	\$20,626.84							
		2026 UNDERSPENDING		\$4,987							
TOTAL PROJECTED REVENUE				\$63,614							
EXPENDITURES											
Marketing Plan	Person Assigned	Project		Billing Entity	Adopted 2026 Budget	Amt. Expended	Date Paid	Balance Remaining	2027 BUDGET RECOMMENDATION	*NOTE: WE STILL HAVE 2025 BUDGETED EXPENDITURES TO BE PAID	
PRINT PUBLICATIONS (ITBEC)											
		DISTRIBUTION OF PUBLICATIONS									
	Mary Motiff	Distribution (external)			\$7,000.00	\$4,070.00		\$2,930.00			
			Corridor Map Distribution/Trail Guide Distribution	5 Star Marketing, LLC		\$3,700.00	6/11/26				
			Corridor Map Distribution/Trail Guide Distribution	Bayfield County Tourism		\$370.00	7/23/26				
	Mary McP	Brochure Distribution (internal)		Ashland Area Chamber	\$1,500.00	\$0.00		\$1,500.00			
			Postage	2025 Q1							
			Supplies								
			TracPhone (or other digital voice mail)	2025 Q1							
PRINT PUBLICATIONS (PURCHASED)											
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT		\$1,846.00	\$0.00		\$1,846.00			
	Melissa	WI SnoMo Magazine	DEC 26/JAN 27	MSPN	\$2,104.20	\$0.00		\$2,104.20			
	Melissa	Midwest Rider	MAY/JUNE 26 - AUG/SEPT 26	MSPN	\$2,940.00	\$1,470.00		\$1,470.00			
			May/June 26 Midwest Rider ad	MSPN		\$1,470.00	7/9/26				
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$3,000.00	\$1,500.00		\$1,500.00			
			March/April 2026			\$1,500.00	3/5/26				
			November/December 26								
	Brad (Kaitlin)	Wisconsin Travel Guide	2027 Guide (OCTOBER PAYMENT)	Madden Media	\$7,000.00	\$0.00		\$7,000.00			
WEB PUBLICATIONS (PURCHASED)											
	Kaitlin	Web Publications									
		Snowtracks.com/ATVtracks	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,500.00	\$1,500.00	5/1/26	\$0.00			
WEBSITE											
	Mary Motiff	Website									
		Website Updates		North of Eight Design	\$500.00	\$0.00		\$500.00			
		ISSUU		Bayfield County Tourism	\$372.00	\$252.00	4/2/26	\$120.00			
		Web Hosting/Maintenance	April - March contract 4/26 - 3/27	North of Eight	\$480.00	\$450.00	3/5/26	\$30.00			
			Domain renewal	North of Eight	\$25.00	\$0.00		\$25.00			
				North of Eight							

SOCIAL MEDIA								
	Melissa	Facebook Advertising (internal)		Mercer Area Chamber of Commerce	\$800.00	\$0.00		\$800.00
	Marketing Cee	Contracted Services			\$2,500.00	\$0.00		\$2,500.00
		Social media contract - N of 8 \$1949	Not in 2026	North of Eight				
		SEO APG						
				North of Eight /APG				
	Mindy	Department of Tourism Co-op			\$1,500.00	\$0.00		\$1,500.00
				Laughlin Constable				
				Laughlin Constable				
FISHING OPENER								
		Governor's Fishing Opener Sponsorship		NWRPC - WI Gov's Fishing Opener	\$1,000.00	\$1,000.00	2/19/26	\$0.00
		ITBEC Booth			\$500.00	\$0.00		\$500.00
SUBSCRIPTIONS								
	Mary McP	Constant Contact	PREPAYS SEPTEMBER	Ashland Chamber	\$600.00	\$0.00		\$600.00
		CANVA	JULY BILLING	Ashland Chamber	\$150.00	\$0.00		\$150.00
		JotForm	FEBRUARY RENEWAL	Ashland Chamber	\$325.00	\$288.00	3/19/26	\$37.00
Total Marketing Plan					\$35,642.20	\$10,530.00		\$25,112.20
Other Expenses								
		Travel Overage			\$0.00			\$0.00
		Planning Commission Expenses			\$0.00			\$0.00
		Chair's Account			\$0.00			\$0.00
		Add'l Approved Marketing Plan \$\$			\$1,957.80			\$1,957.80
		Bank Charges			\$400.00	\$184.89	1/26 - 6/26	\$215.11
Total Other Expenses					\$2,357.80	\$184.89		\$2,172.91
Total Budget					\$38,000.00	\$10,714.89		\$27,285.11

TRAVEL NORTHWEST WISCONSIN									
2025 UPDATED BUDGET 12-5-24									
Total Board Approved Spending Amount: \$62,177.20									
REVENUE									
		Dues		\$36,000					
		Fishing Opener		\$2,000					
		Interest							
		2024 BALANCE - UNALLOCATED REVENUE		\$25,000.00					
		2024 UNDERSPENDING		\$12,000					
TOTAL PROJECTED REVENUE				\$75,000					
EXPENDITURES									
Marketing Plan	Person Assigned	Project		Billing Entity	Revised 2025 Budget	Amt. Expended	Date Paid	Balance Remaining	
PRINT PUBLICATIONS (ITBEC)									
		DISTRIBUTION OF PUBLICATIONS							
	Mary Motiff	Distribution (external)			\$5,000.00	\$0.00		\$5,000.00	
			Corridor Map Distribution/Trail Guide Distribution	5 Star Marketing, LLC					
	Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$1,500.00	\$812.57		\$687.43	
			Postage	2025 Q1		\$198.33	5/1/25		
			Postage	2025 Q2		\$96.41	9/18/25		
			Postage	2025 Q3		\$194.39	11/13/25		
			Postage	2025 Q4		\$137.09	2/5/26		
			Supplies						
			TracPhone (or other digital voice mail)	2025 Q1		\$46.56	5/1/25		
			TracPhone (or other digital voice mail)	2025 Q2		\$46.58	9/18/25		
			TracPhone (or other digital voice mail)	2025 Q3		\$46.59	11/13/25		
			TracPhone (or other digital voice mail)	2025 Q4		\$46.62	2/5/26		
		ITBEC PUBLICATION PRINTING							
	Kaitlin	Outdoor and Trail Guide		Advanced Printing	\$13,233.00	\$0.00		\$13,233.00	25,000 guides for \$13,233; 40,000 guides is \$19,070 - Advanced Printing
	Brandi/Mary Mo	Corridor Maps		Johnson Litho	\$9,000.00	\$9,877.74		(\$877.74)	Johnson Litho quote to print 60,000 maps - \$7,260 plus a one-time set up/design fee (\$45/hr at 30-60 hours) - \$1350-\$2700
			ITBEC Trail Corridor Map Update	NW Regional Planning Commission		\$920.07	5/28/26		2021 -55,000 maps \$7440 - UPDATE AND REPRINT TO NWRPC
			60,000 Corridor Maps - ATV/Snowmobile	Johnson Litho		\$8,957.67	7/9/26		
PRINT PUBLICATIONS (PURCHASED)									
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT	MWO Media	\$1,846.00	\$1,846.00	12/24/25	\$0.00	
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	MSPN	\$2,104.20	\$2,104.20		\$0.00	
			Dec-25	MSPN		\$1,169.00	12/24/25		
			Jan-26	MSPN		\$935.20	2/19/26		
	Melissa	Midwest Rider	MAY/JUNE 25 - AUG/SEPT 25	MSPN	\$2,940.00	\$2,940.00		\$0.00	
			May/June 2025			\$1,470.00	6/12/25		
			Aug/Sept 2025			\$1,470.00	9/18/25		
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$2,880.00	\$1,440.00		\$1,440.00	
			March/April 2025			\$1,440.00	3/20/25		
			November/December25???						
	Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$3,500.00	\$3,505.00	12/10/25	(\$5.00)	
		Print Ad Design							

WEB PUBLICATIONS (PURCHASED)		Web Publications							
	Sue (Kaitlin)	Snowtracks.com / ATV Tracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,000.00	\$1,500.00	9/18/25	(\$500.00)	
	Sue (Kaitlin)	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$0.00	\$0.00		\$0.00	
WEBSITE									
	Mary Motiff	Website							
		Website Updates		North of Eight Design	\$500.00	\$0.00		\$500.00	
		ISSUU		Bayfield County Tourism	\$600.00	\$252.00	5/1/25	\$348.00	
		Web Hosting/Maintence	April - March contract	North of Eight	\$700.00	\$516.79		\$183.21	
			Domain renewal	North of Eight		\$20.88	5/15/25		
			Website Hosting 4/2025-3/2026	North of Eight		\$495.91	8/26/25		
SOCIAL MEDIA									
	Melissa	Facebook Advertising (internal)		Mercer Area Chamber of Commerce	\$800.00	\$195.55		\$604.45	
			Spring 2025 Facebook advertising			\$95.92	6/12/25		
			9/25-10/25 Facebook advertising			\$99.63	12/24/25		
	Marketing Cee	Contracted Services			\$5,300.00	\$4,149.00		\$1,151.00	
		Social media contract - N of 8 \$1949		North of Eight		\$1,949.00	1/9/25		
		Fall Social Media		Washburn Co Tourism Inc		\$2,200.00	11/26/25		
	Mary McP	Blogging Contract	September - August	North of Eight					
	Mary McP	Ad Words (SEO)		North of Eight /APG					
	Mindy	Department of Tourism Co-op			\$1,050.00	\$1,050.00		\$0.00	
		Footer Ad: \$600	2/10-23/2025	Laughlin Constable		\$600.00	4/17/25		
		Traveler Email - first row: \$450	Week of 8/7/2025	Laughlin Constable		\$450.00	6/12/25		
FISHING OPENER									
		Governor's Fishing Opener Sponsorship		NWRPC - WI Gov's Fishing Opener	\$1,000.00	\$1,000.00	3/20/25	\$0.00	
		ITBEC Booth			\$500.00	\$0.00		\$500.00	
SUBSCRIPTIONS									
	Mary McP	Constant Contact	PREPAYS SEPTEMBER	Ashland Chamber	\$600.00	\$538.08	2/19/26	\$61.92	
		CANVA	JULY BILLING	Ashland Chamber	\$150.00	\$119.99	10/16/25	\$30.01	
		JotForm	FEBRUARY RENEWAL	Ashland Chamber	\$325.00	\$288.00	3/20/25	\$37.00	
Total Marketing Plan					\$54,528.20	\$32,134.92		\$22,393.28	
Other Expenses									
		Travel Overage			\$0.00				
		Planning Commission Expenses			\$0.00				
		Chair's Account			\$0.00				
		Add'l Approved Marketing Plan \$\$			\$7,249.00	\$233.80	2/19/26	\$7,015.20	
		Bank Charges			\$400.00	\$259.79	1/2025-12/2025	\$140.21	
Total Other Expenses					\$7,649.00	\$493.59		\$7,155.41	
Total Budget					\$62,177.20	\$32,628.51		\$29,548.69	