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TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

Thursday, February 6, 2025
10:00 a.m.

Northwest Regional Planning Commission
1400 S River Street
Spooner, Wisconsin

or

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 December 5, 2024 Meeting
4. Financial Report
 - 2024 Closeout/Outstanding Invoices
5. Review Homework Assignments from Previous Meetings
 - Publications
 - Facebook Posts
6. 2025 Governor's Fishing Opener
 - Warren Knowles Award Nominations
 - Sponsorships

- Other
7. 2025 Marketing Plan and Budget
 8. Wisconsin Department of Tourism/Travel Wisconsin Report
 9. Review Homework Assignments
 10. Discussion of Future Agenda Items
 11. Next Meeting Date: March 6, 2025
 12. Adjourn



TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

December 5, 2024

Zoom Meeting

MINUTES

CALL TO ORDER: Chair Mary McPhetridge called the meeting to order at 10:01 a.m.

ROLL CALL: VOTING MEMBERS PRESENT: Mary McPhetridge, Ashland Area Chamber; 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; Kaitlin Horsch, Washburn County Tourism; and Jim Crandall, Bayfield County. **VOTING MEMBERS EXCUSED:** Brandi Nelson, Barron County and Nick Trimmner, Price County. **VOTING MEMBERS ABSENT:** Suzanne Vohs, Rusk County. **NONVOTING MEMBERS PRESENT:** Kevin Klucas, Burnett County Tourism. **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 November 7, 2024 meeting. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report dated December 2, 2024. Revenues in 2024 totaled \$42,342.39; expenses paid in 2024 total \$20,230.41; the account balance is \$46,935.32; and 2024 expenses approved but not paid total \$16,964.56.

REVIEW OF HOMEWORK ASSIGNMENTS FROM PREVIOUS MEETINGS: The committee reviewed the homework assignments from the November 7, 2024 meeting. The marketing committee reviewed the social media proposal from North of Eight – tourism committee will discuss as part of the budget. The Fishing Opener sponsor letter was updated, Kaitlin provided Canva access to Brandi, and Mary McPhetridge will reach out to returning sponsors. Sarah will put the Warren Knowles award nomination on the next agenda. Melissa received 2025 quotes for Midwest Rider and MN/WI Sno-Mo ads. Sarah reworked the 2025 budget. Mary McPhetridge received quotes for advertising in On Wisconsin Outdoors.

2025 GOVERNOR’S FISHING OPENER: This item was held over to the next meeting.

REVIEW 2024 PROJECT WORKPLAN: The committee reviewed the remaining projects and discussed outstanding invoices for 2024. Remaining invoices for 2024 include Q4 costs for brochure distribution and the TracPhone; \$1,200 for the November/December On Wisconsin Outdoors ad; and Facebook advertising.

REVIEW UPDATED 2025 BUDGET: Committee members reviewed the updated budget. A decision was made to print 25,000 guides at a cost of \$13,233 (Advanced Printing). The On Wisconsin Outdoors pricing has increased for 2025 to \$2,880. The tourism committee agreed with the recommendation of the marketing committee to enter into a contract with North of Eight for \$1,949 for social media services (Facebook and Instagram – 52 pieces of Done for You content, uploaded to a Google drive for TNW to schedule). Budget \$800 for internal Facebook advertising.

WISCONSIN DEPARTMENT OF TOURISM/TRAVEL WISCONSIN REPORT: Christopher Jennings provided the report: still in the fall campaign season, web traffic is up; some ski slopes are open in the state; make sure your trail reports are up to date (make sure to go in and hit save so the date on your report is updated even if no change); winter campaign webinar on December 12 – questions asked about promotion of snowmobiling, ATV/UTV trails; WIGCOT call for presentations due December 13.

REVIEW HOMEWORK ASSIGNMENTS: Melissa will send out a January Facebook schedule to ensure there will not be a gap until the North of Eight contract starts; Kaitlin will send an email for counties to make changes to the guide – if your county does not respond your current information will be reprinted.

NEXT MEETING DATE: The committee agreed to skip the January 2 meeting. The next meeting will be held on February 6, 2025.

ADJOURN: Chair McPhetridge adjourned the meeting at 10:49 a.m.

TRAVEL NORTHWEST WISCONSIN 2024 ADOPTED BUDGET									
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
PRINT PUBLICATIONS (ITBEC)									
		DISTRIBUTION OF PUBLICATIONS							
	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	\$894.75		1,105.25
			Postage	2024 Q1			\$168.40	7/25/24	
				2024 Q2			\$177.17	10/3/24	
				2024 Q3			\$197.27	12/2/24	
				2024 Q4			\$164.98	1/23/25	
			Supplies						
			TracPhone (or other digital voice mail)	2024 Q1			\$46.92	7/25/24	
				2024 Q2			\$46.89	10/3/24	
				2024 Q3			\$46.56	12/2/24	
				2024 Q4			\$46.56	1/23/25	
		ITBEC PUBLICATION PRINTING							
	Kaitlin	Trails Guide			\$ -	\$ -	\$0.00		0.00
		Corridor Maps			\$ 1,150.00	\$ 1,150.00	\$0.00		1,150.00
PRINT PUBLICATIONS (PURCHASED)									
	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	\$2,400.00		0.00
			March/April 2024				\$1,200.00	3/7/24	
			November/December 24				\$1,200.00	1/23/25	
	Kaitlin	Wisconsin Travel Guide	2025 Guide	Madden Media	\$ 3,185.00	\$ 3,185.00	\$0.00		3,185.00
		Print Ad Design							
WEB PUBLICATIONS (PURCHASED)									
	Laura Palzkill	Web Publications							
		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
WEBSITE									
	Mary Motiff	Website							
		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
SOCIAL MEDIA									
	Melissa	Facebook Advertising (internal)			\$ 1,000.00	\$ 1,000.00	\$388.55	11/27/24	611.45
							\$288.71	11/27/24	
							\$99.84	1/9/25	
	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	Department of Tourism Co-op		Hiebing	\$ 3,000.00	\$ 3,000.00	\$3,000.00		0.00
		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				\$500.00	11/14/24	
FISHING OPENER									
		Governor's Fishing Opener Sponsorship		NWRPC - WI Gov's Fishing Opener	\$ 1,000.00	\$ 1,000.00	\$1,000.00	1/25/24	0.00
		ITBEC Booth			\$ 800.00	\$ 800.00	\$0.00		800.00
SUBSCRIPTIONS									
	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
Total Marketing Plan						\$ 35,650.00	\$ 20,571.57		15,078.43
Other Expenses									
		Travel Overage			\$ -	\$ -			0.00
		Planning Commission Expenses			\$ -	\$ -			0.00
		Chair's Account			\$ -	\$ -			0.00
		Bank Charges			\$ 350.00	\$ 350.00	\$262.48	1/24-12/24	87.52
Total Other Expenses						\$ 350.00	\$ 262.48		87.52
Total Budget						\$ 36,000.00	\$ 20,834.05		15,165.95

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)		\$1,500.00	\$0.00		\$1,500.00
			Postage	Ashland Area Chamber			
			Supplies				
			TracPhone (or other digital voice mail)				
		ITBEC PUBLICATION PRINTING					
	Kaitlin	Outdoor and Trail Guide		\$13,233.00	\$0.00		\$13,233.00
			Advanced Printing				25,000 guides for \$13,233; 40,000 guides is \$19,070 - Advanced Printing
	Brandi/Mary Mo	Corridor Maps		\$9,000.00	\$0.00		\$9,000.00
			Johnson Litho				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
							2021 -55,000 maps \$7440 - UPDATE AND REPRINT TO NWRPC
PRINT PUBLICATIONS (PURCHASED)							
	Melissa	MN SnoMo Magazine	DECEMBER PAYMENT		\$1,846.00	\$0.00	\$1,846.00
	Melissa	WI SnoMo Magazine	DEC 25/JAN 26	MSPN	\$2,104.20	\$0.00	\$2,104.20
	Melissa	Midwest Rider	MAY/JUNE 25 - AUG/SEPT 25	MSPN	\$2,940.00	\$0.00	\$2,940.00
	Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$2,880.00	\$0.00	\$2,880.00
			March/April 2025???				
			November/December25???				
	Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$3,500.00	\$0.00	\$3,500.00
		Print Ad Design					
WEB PUBLICATIONS (PURCHASED)							
	Sue (Kaitlin)	Web Publications					
	Sue (Kaitlin)	Snowtracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,000.00	\$0.00	\$1,000.00
	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	\$0.00	\$600.00
		Web Hosting/Maintenance	April - March contract	North of Eight	\$700.00	\$0.00	\$700.00
SOCIAL MEDIA							

	Melissa	Facebook Advertising (internal)			\$800.00	\$0.00		\$800.00	
	Marketing Cee	Contracted Services			\$5,300.00	\$1,949.00		\$3,351.00	
		Social media contract - N of 8 \$1949		North of Eight		\$1,949.00	1/9/25		
	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	\$0.00		\$1,050.00	
		Footer Ad: \$600	2/10-23/2025						
		Traveler Email - first row: \$450	Week of 8/7/2025						
FISHING OPENER									
		Governor's Fishing Opener Sponsorship		NWRPC - WI Gov's Fishing Opener	\$1,000.00	\$0.00		\$1,000.00	
		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	\$0.00		\$325.00	
Total Marketing Plan					\$54,528.20	\$1,949.00		\$52,579.20	
Other Expenses									
		Travel Overage			\$0.00				
		Planning Commission Expenses			\$0.00				
		Chair's Account			\$0.00				
		Add'l Approve Marketing Plan \$\$			\$7,249.00	\$0.00		\$7,249.00	
		Bank Charges			\$400.00	\$0.00		\$400.00	
Total Other Expenses					\$7,649.00	\$0.00		\$7,649.00	
Total Budget					\$62,177.20	\$1,949.00		\$60,228.20	