

22 East Mifflin Street, Suite 900 Madison, WI 53703

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## TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

Thursday, May 1, 2025 10:00 a.m.

Northwest Regional Planning Commission Conference Room 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 April 11, 2025 Meeting
- 4. Financial Report
- 5. Review of Homework Assignments from Previous Meeting
- 6. 2025 Governor's Fishing Opener
  - a. Sponsorships/Budget
  - b. Friday Night Banquet Registration Table/Giveaways
  - c. RSVP/Showcase Tours
  - d. Social Media Influencers

# Travel Northwest Wisconsin Tourism Committee Agenda Page 2

May 1, 2025

- e. Fishing Hosts/Saturday Breakfast
- f. Family Fishing Day Travel Northwest Wisconsin Booth
- g. Event PR
- h. Other
- 7. 2025 Marketing Plan/Marketing Subcommittee Report
  - a. Outdoor & Travel Guide
  - b. Corridor Map
  - c. Facebook Posts
  - d. Other
- 8. Wisconsin Department of Tourism/Travel Wisconsin Report
- 9. Homework Assignments
- 10. Discussion of Future Agenda Items
- 11. Next Meeting Date
- 12. Adjourn



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#### TRAVEL NORTHWEST WISCONSIN TOURISM COMMITTEE

April 11, 2025

Northwest Regional Planning Commission Spooner, Wisconsin

#### **MINUTES**

**CALL TO ORDER:** Chair Mary McPhetridge called the meeting to order at 11:04 a.m.

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

**APPROVAL OF MINUTES:** Motion by Horsch, second by Simons, to approve the minutes of the March 6, 2025 meeting. Motion carried.

**FINANCIAL REPORT:** The financial report dated April 8, 2025 was emailed out to committee members. Revenue collected totals \$36,000.51; expenses paid in 2025 total \$6,231.61; the account balance is \$76,417.37; expenses approved but not paid total \$57,456.97; and total unallocated revenue is \$18,960.40.

## 2025 GOVERNOR'S FISHING OPENER:

Warren Knowles Award Nomination: Committee members reviewed the nominations for the Warren Knowles award. <u>Motion by McPhetridge, second by Simons, to present the award to Don</u> Erickson. Motion carried.

Sponsorships: The committee is working to increase sponsorship dollars - \$24,250 has been raised to date. Molson Coors is once again the title sponsor, and IFD has committed \$2,000 to the event's grocery bill. Kaitlin will call Drew Nussbaum who offered to help with a Kwik Trip sponsorship. Still need to hear back from St. Croix Rods. Tuesday is the cutoff for sponsors to be listed on the t-shirts.

Travel Northwest Wisconsin Tourism Committee Minutes Page 2 April 11, 2025

RSVPs: There are 70 people on the RSVP list plus an additional 10 we know are coming but have not formally RSVP'd for the event yet.

Showcase Tours: The showcase tours have all been booked.

Social Media Influencers: Several influencers and travel writers are confirmed to attend. Most ask for a night of lodging as opposed to a cash payment.

Friday Night Banquet: The banquet will be held at the Elks Lodge in Rice Lake. Menu includes baked fish, chef-carved beef, carrots, baby red potatoes, and salad, with a strawberry pretzel dessert. If outside food can be brought to the venue, appetizers will be Moose Lake Mustard and pretzels and Poppy Popcorn Co popcorn. Brandi is working on the Governor's gift basket. Barron County is collecting items for the silent auction – each county must bring a basket with a minimum value of \$300. Banquet speakers include the Governor, DNR, and Barb Carey. Welcomes will be given by Travel Northwest Wisconsin and Barron County. The Warren Knowles award will be presented before dinner.

Giveaways: The event giveaway is a long-sleeve blue shirt. Rice Lake Tourism is giving away fishing towels. Approximately 150 VIP bags will be prepared for distribution. Sponsors have the opportunity to provide giveaways for the VIP bags, as well as the bags for Family Fishing Day. Rice Lake Tourism is providing coloring books and crayons for the family swag bags.

Fishing Hosts: We are still in need of a large number of fishing hosts. The Lake District will have a pontoon boat for the media. Barron County Economic Development will do additional outreach. Breakfast will be to-go style from Veterans Memorial Park.

Family Fishing Day: There are eight confirmed booths for Family Fishing Day. Sarah and Kaitlin will work on a Travel Northwest Wisconsin booth – need to make sure the new visitors guide is available at the booth. There will be a couple of food trucks available for lunch.

Staffing: Brandi and Kaitlin will send out a "how to help" email.

Social Media: Melissa sent out an initial press release. A reminder will be sent closer to the date of the event.

**2025 MARKETING PLAN/MARKETING SUBCOMMITTEE REPORT:** Kaitlin will send a follow-up email on the guides. Mary Motiff will email the group asking if any counties have changes to the corridor map. Melissa is working on ads for publications and scheduling the posts prepared by North of Eight. She will send each county their North of Eight ads as a double-check. Any counties that want to make their own Facebook posts should send their Facebook email to Mary Motiff.

Travel Northwest Wisconsin Tourism Committee Minutes Page 3 April 11, 2025

**TRAVEL WISCONSIN REPORT:** Christopher Jennings reported on the following items: Laughlin Constable requirement for ACH payments – will accept other methods of payment; Governor's budget requests for tourism; Office of Outdoor Recreation recordings on do-it-yourself economic impact reports; 2025 summer campaign; new process for press releases; looking for Memorial Day festivals; Tourism Week May 4-10; Christopher will play a larger role in the Wisconsin travel reports; WIGCOT materials available online; Office of Outdoor Recreation award submissions due April 27.

**HOMEWORK ASSIGNMENTS:** Sarah will email out the homework assignments.

### **NEXT MEETING DATES:**

- April 28: Fishing Opener Bag Stuffing Noon in Rice Lake
- May 1: Regularly Scheduled Meeting Spooner and Zoom
- May 2-3: Governor's Fishing Opener

**ADJOURN:** Chair McPhetridge adjourned the meeting at 12:27 p.m.

#### TRAVEL NORTHWEST WISCONSIN HOMEWORK ASSIGNMENTS

## April 11, 2025 Meeting

- Fishing Opener how to help email to committee Kaitlin & Brandi
- Fishing Opener send info to Discover Wisconsin Kortnee (attendance/sign up link, giveaways) Brandi
- Fishing Opener Silent Auction Basket \$300 minimum value (vacation packages go well)
   all counties need to prepare and bring a basket to the fishing opener banquet or arrange with another member to bring your county's basket
- Fishing Opener Kaitlin to call Drew about Kwik Trip sponsorship
- Fishing Opener contact National Marine Manufacturers (Jesse) about bag giveaways Mary McPhetridge
- Check to see if the Tourism Deputy Secretary is attending the Fishing Opener Christopher
- Send Facebook account email to Mary Motiff if you want to schedule county posts and have not already done so All
- Facebook graphic for Fishing Opener to Mary Motiff for Facebook page Brandi/Kaitlin
- North of 8 Facebook posts Melissa will send to all counties to double-check; all counties need to check their posts once sent
- Travel Northwest Wisconsin booth for Family Fishing Day Sarah and Kaitlin
- Resend Fishing Opener press releases closer to the event Melissa
- Guides send email to committee regarding date they will be available Kaitlin
- Map send email to committee asking if changes need to be made Mary Motiff

2025 UPDATED BUDGET 12-5-24 Total Board Approved Spending Amount: \$62,177.20			1		_		1				T
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May Model	PRINT PUBLICATIONS (ITBEC)					<u> </u>					
May Model			DISTRIBUTION OF PUBLICATIONS					-			
Contribution   Cont		Mary Motiff				\$5,000.00	\$0.00		\$5,000.00		
Mary McP   Brothure Distribution (priceral)   Star Manafester, U.C.   Star M				Corridor Map Distribution/Trail Guide							
Mary McP   Rinchure Distribution (inferral)   Addinard Area Chamber   \$1,500.00   \$0.00   \$1,500.00					5 Star Marketing, LLC						
Polyage   Segries   Segr		<u> </u>					<u> </u>				
Supplies   TraceProne for other digital voice mail   TraceProne for ot		Mary McP	Brochure Distributiion (internal)		Ashland Area Chamber	\$1,500.00	\$0.00		\$1,500.00		
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TRIC PUBLICATION FINITING   Advanced Printing   \$13,233.00   \$50.00   \$51,233.00   \$20.00   \$51,233.00   \$20.00   \$51,233.00   \$20.00   \$51,233.00   \$20.00   \$51,233.00   \$20.00   \$51,233.00   \$20.00				Supplies							
Natition   Outdoor and Trail Guide   Advanced Printing   \$13,233.00   \$50.00   \$13,233.00   \$1				TracPhone (or other digital voice mail)							
Natition   Outdoor and Trail Guide   Advanced Printing   \$13,233.00   \$50.00   \$13,233.00   \$1											
Advanced Printing			ITBEC PUBLICATION PRINTING								
Brand/Mary Mo   Corridor Maps   Johnson Litho   Sp.000.00   Sp.0											
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## PRINT PUBLICATIONS (PURCHASED)   Brand/Mary Mo   Corridor Maps   DECEMBER PAYMENT   Juhnson Litho   S9,000,00   S30,00   S30,00   S33,00   S33,0											
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Brand/Mary Mo										maps - \$7,260 plus a one-time set	
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Mary McP   On Wisconsin Outdoors   On Wisconsin Outdoors   \$2,880.00   \$1,44		Melissa	Midwest Rider	MAY/ILINE 25 - ALIG/SEPT 25	MSPN	\$2.940.00	\$0.00		\$2.940.00		
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March/April 2025   S1,440.00 3/20/25   S1,440.00 S1,44		Mary McP	On Wisconsin Outdoors		On Wisconsin Outdoors	\$2,880.00	\$1,440.00		\$1,440.00		
November/December25???   November/December25??   November25??   Novemb		<i>'</i>		March/April 2025		1		3/20/25	. ,		
Kaitlin   Wisconsin Travel Guide   2026 Guide (OCTOBER PAYMENT)   Madden Media   \$3,500.00   \$0.00   \$3,500.00						1					
Print Ad Design											
WEB PUBLICATIONS (PURCHASED)   Web Publications   Sue (Kaitlin)   Snowtracks.com   Banner ad header   JRVBR, Inc./Outdoor Network (July)   \$1,000.00   \$1,000.00   \$1,000.00		Kaitlin	Wisconsin Travel Guide	2026 Guide (OCTOBER PAYMENT)	Madden Media	\$3,500.00	\$0.00		\$3,500.00		
WEB PUBLICATIONS (PURCHASED)   Web Publications   Sue (Kaitlin)   Snowtracks.com   Banner ad header   JRVBR, Inc./Outdoor Network (July)   \$1,000.00   \$1,000.00   \$1,000.00											
Sue (Kaitlin)   Snowtracks.com   Banner ad header   JRVBR, Inc./Outdoor Network (July)   \$1,000.00			Print Ad Design								
Sue (Kaitlin)   Snowtracks.com   Banner ad header   JRVBR, Inc./Outdoor Network (July)   \$1,000.00		L			1	ļ	ļ				
Sue (Kaitlin)   WATVA   WATVA Trail Ad Fall / Website Banner   National Motorsports   \$0.00	WEB PUBLICATIONS (PURCHA										
WEBSITE         Mary Motiff         Website         North of Eight Design         \$500.00         \$500.00         \$500.00           Website Updates         North of Eight Design         \$500.00         \$0.00         \$500.00           ISSUU         Bayfield County Tourism         \$600.00         \$0.00         \$600.00           Web Hosting/Maintence         April - March contract         North of Eight         \$700.00         \$700.00		Sue (Kaitlin)	Snowtracks.com	Banner ad header	JRVBR, Inc./Outdoor Network (July)	\$1,000.00	\$0.00		\$1,000.00		
WEBSITE         Mary Motiff         Website         North of Eight Design         \$500.00         \$500.00         \$500.00           Website Updates         North of Eight Design         \$500.00         \$0.00         \$500.00           ISSUU         Bayfield County Tourism         \$600.00         \$0.00         \$600.00           Web Hosting/Maintence         April - March contract         North of Eight         \$700.00         \$700.00				•						-	
Mary Motiff   Website		Sue (Kaitlin)	WATVA	WATVA Trail Ad Fall /Website Banner	National Motorsports	\$0.00	\$0.00		\$0.00		
Mary Motiff   Website						1	1				
Website Updates         North of Eight Design         \$500.00         \$500.00           ISSUU         Bayfield County Tourism         \$600.00         \$600.00           Web Hosting/Maintence         April - March contract         North of Eight         \$700.00         \$700.00	WEBSITE										
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	Marketing Cee	Contracted Services			\$5,300.00	\$1,949.00		\$3,351.00	
	IVIai ketilig cee	Social media contract - N of 8 \$1949		North of Eight	\$3,300.00	\$1,949.00	1/9/25	33,331.00	
		Social friedia contract 14 of 6 \$1545		North of Eight		71,545.00	1/3/23		
	Mary McP	Blogging Contract	September - August	North of Eight					
	Mary McP	Ad Words (SEO)	September August	North of Eight /APG					
	IVIGITY IVICI	Ad Words (SEO)		North of Eight /Ai o					
	Mindy	Department of Tourism Co-op			\$1,050.00	\$600.00		\$450.00	
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		Traveler Email - first row: \$450	Week of 8/7/2025			<del>7000.00</del>	1,17,23		
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FISHING OPENER									
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		ITBEC Booth	iip	NWRPC - WI GOV'S FISHING OPENER	\$1,000.00	\$1,000.00		\$500.00	
		ITBEC BOOTH			\$300.00	30.00		\$300.00	
SUBSCRIPTIONS									
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	3/20/25	\$37.00	
Total Marketing Plan					\$54,528.20	\$5,277.00		\$49,251.20	
Other Expenses									
		Travel Overage			\$0.00				
		Planning Commission Expenses	ļ		\$0.00				-
		Chair's Account			\$0.00	ćo 00		67.240.00	
		Add'l Approved Marketing Plan \$\$	1		\$7,249.00	\$0.00		\$7,249.00	
		L					1/2025-		
		Bank Charges			\$400.00	\$43.23	2/2025	\$356.77	
				J	1 4	4		4	
Total Other Expenses			1	_	\$7,649.00	\$43.23		\$7,605.77	
Tataloudest		<u> </u>	1	<u> </u>	662 477 55	ÅF 226 55		AEC 050 05	
Total Budget					\$62,177.20	\$5,320.23		\$56,856.97	