



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, July 8, 2026  
9:00 a.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/87091148280?pwd=UEhXZFUzIDvabtBH1p4xovqChk3SFb.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 June 10, 2026 Meeting
4. Financial Report
5. Governor's Fishing Opener
  - a. 2026 Final Items
  - b. 2027
  - c. Future Fishing Opener Hosts
6. 2026 Marketing Plan – Project Review and Upcoming Project Due Dates
  - a. Facebook Posts
  - b. Travel Guide
7. 2027 Preliminary Budget Development
8. Travel Wisconsin Report
9. Homework Assignments

Travel Northwest Wisconsin Tourism Committee Agenda  
Page 2  
July 8, 2026

10. Next Meeting Date: August 12 at 10:00 a.m. – Spooner and Zoom

11. Adjourn

Travel Northwest Wisconsin Google Drive:

[https://drive.google.com/drive/u/0/folders/1NNmQOi6Nx9zCefO\\_oJ4ihirfENpPkXRN](https://drive.google.com/drive/u/0/folders/1NNmQOi6Nx9zCefO_oJ4ihirfENpPkXRN)