



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

---

## **NORTH CENTRAL WISCONSIN TOURISM PARTNERSHIP TOURISM COMMITTEE**

Wednesday, June 11, 2025  
2:00 p.m.

Join Zoom Meeting

<https://us06web.zoom.us/j/84165467880?pwd=aObiv2D9y3yxthReCZDOtYe6HY0Ouj.1>

Join by Phone  
312-626-6799

Meeting ID: 841 6546 7880  
Passcode: 747202

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of the March 12, 2025 Meeting/Review Notes from May 14, 2025 Meeting
4. Financial Report
5. Review of 2025 Marketing Plan
  - a. Wisconsin Traveler Email – May 22, 2025
  - b. Round Trip with Colleen Kelly
  - c. Other
6. Strategic Planning Session
  - a. Summary of Session – Review Notes
  - b. Next Steps
7. Department of Tourism/Travel Wisconsin Update

NCWTP Tourism Committee Agenda

Page 2

June 11, 2025

8. 2026 Budget Development
9. Next Meeting Date: 2:00 p.m. on July 9, 2025
10. Adjourn