



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

NORTHWEST ITBEC TOURISM ADVISORY COMMITTEE

Wednesday, September 20, 2023
9:00 a.m.

Northwest Regional Planning Commission
1400 S River Street
Spooner, Wisconsin

Remote Access:

Join Zoom Meeting

<https://us06web.zoom.us/j/85158374554?pwd=Zjc1MDBBBSzUveE4xMUw3eElGTmZ5Zz09>

Phone Access
312-626-6799

Meeting ID: 851 5837 4554
Passcode: 546203

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes of the August 16, 2023 Meeting
4. WCA Staff Report
5. Financial Report
6. Update on Homework Assignments from August 16, 2023 Meeting
7. Review of 2023 Project Workplan
8. Marketing Subcommittee Report

Northwest ITBEC Tourism Advisory Committee Agenda

Page 2

September 20, 2023

9. Adoption of 2024 Budget Recommendation for Board Consideration
10. 2024 Wisconsin Governor's Fishing Opener Update
11. Wisconsin Department of Tourism/Travel Wisconsin Report
12. Review of Homework Assignments
13. Discussion of Future Agenda Items
14. Set Next Meeting Date
15. Adjourn

Note: The committee will adjourn by 11:00 a.m. to view the Department of Tourism's webinar on the co-op program.