



WCWCVB September 23, 2026 Board Meeting

Granite Peak – Historic Chalet

227200 Snowbird Ave, Wausau, WI 54401

In-Person Meeting and available on Microsoft Teams

Meeting starts at 11:30 A.M.

CVB Mission and Vision Statements

Mission Statement: CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

CVB Vision Statement: CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

Meeting Agenda

- | | |
|---|---------------|
| 1. Call To Order | Polley |
| 2. Roll Call | Patel |
| 3. Approval of Meeting Minutes from May 20 & July 15, 2026 | Polley |
| 4. Approval of Financial Reports | Krahn |
| 5. Sports Authority Grant Applications | |
| a. Arctic Blast | |
| b. Taste N Glow Ballon Fest Post Event Report | |
| 6. Executive Director's Report & Marketing Update | White |
| 7. New Business | Polley |
| a. New Sports Authority Grant Application | |
| b. Board of Directors Overview | |
| c. Hotelier Request for Meeting with the Board | |
| 8. Old Business | Polley |
| a. Strategic Plan | |
| b. Sports Authority Reorganization | |
| 9. Committee Reports | Polley |
| 10. Announcements or Requests | Polley |
| 11. Next Meeting Date: | Polley |
| 12. Adjourn Meeting | Polley |



SERVING ATHENS, RIB MOUNTAIN, ROTHSCILD, SCHOFIELD, WAUSAU & WESTON

Board of Directors Meeting

May 20, 2026

Granite Peak

Board Meeting Called to Order: Polley – 10:32 AM

Roll Call Taken: Tim White

Present: Steve Krahn, Joan Joss, Tim Van De Yacht, Marc Kettleison, Jamie Polley, Mayor Doug Diny, Liz Wendt, Hooshang Zeyghami, Ryan VanDeWalle, Gao Her, Jahn Martin, Dave Brula, Ben Krenke, Nick Patel, Sean Wright, Dadhi Patel, Sean Wright

Virtual: Rolly Lokre, Bob Lamovec, Charlotte Skinner

Staff: Tim White, Jamie Rice-Heckendorf

Absent: Eric Johnson

Guest(s): Taste M Glow – Brandon & Chris Jilek

Approval of Meeting Minutes from January 21, 2026

- Motion to approve by Zeyghami, seconded by VanDeWalle. Motion passed.

Financial Reports - Krahn

- Krahn noted that the financials included in the e-mail packet are incorrect, and additional financials have been provided at the meeting. These financials are preliminary due to the switch to online QuickBooks and the lack of Director of Operations for the first three months. Krahn and Rice-Heckendorf are working on them, and they will be emailed out the board once finalized.

Sports Authority Grants – Polley

- Polley noted that the budget for the year for grants is \$63K. Of that \$18K has already been awarded. Krahn noted that the board can decide to exceed the budget.
- Air Venture – asking \$15k
 - White stated this is their first year requesting a grant and while most of their rooms are for pilots, they are hoping to attract more spectators. Mayor Diny noted that the event does fill up the Jefferson Street Inn with some spill over.
 - Van De Yacht asked if they had provided financials. White confirmed they had not. Polley & Wendt noted that a new grant application form is in process that will clarify this requirement.
 - Motion made by Van De Yacht to approve a grant of \$5k with the requirement they provide financials as following. Motions seconded by Opall. Motion passed.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

- **Midwest Tandem Rally 2027 – asking \$3k**
 - Polley noted that the event is not till 2027 so a decision or grant could be put off.
 - Motion made by Van De Yacht to fund \$3k out of 2027. If there is a surplus at the end of 2026 to fund it out of there. Motion seconded by Martin. Motion passed.
- **Hmong Wausau Festival – asking for \$5k**
 - Polley noted that there will be some changes in the event this year based on working with the city. The event brings in a lot of people to the area but also is a substantial cost to the city.
 - Discussion focused on the financials for the event, as the event has been around for several years several multiple board members would like for them to provide financials.
 - Motion was made by Patel to fund \$5k and to request they provide financials to proceed. Motion seconded by VanDeWalle. Motion passed.
- **Pitch out Cancer – asking \$5k**
 - Polley noted this is a new request and is being held in Mosinee. Wendt questioned if this event met the mission of the SA and CVB.
 - Motion was made by Van De Yacht to deny the request. Seconded by VanDeWalle. Motion passed.
- **Tast N' Glow Balloon Fest- asking \$10k**
 - Brandon Jilek, president for Taste N Glow spoke stating that the money would go towards marketing the event. They are working with Channel 7.
 - Their goal is to increase the size of the event and they are reaching out to pilots that had committed to the recently canceled Dairyland event.
 - Jilek also noted that the rooms listed are for pilots and crews. They are aware they need to track more of this data. Multiple board members would like to see this information going forward.
 - Jilek noted that they are receiving additional grants/funding from the various municipalities.
 - Motion was made by VanDeWalle to fund \$10k with a post a report of the room stay information. Motion seconded by Van De Yacht.
- **Ultimate Frisbee Conference – asking \$1.5k**
 - Polley noted that this event has already taken place. It was not originally planned for the area but moved due to conditions in Neenah where originally scheduled. There were many teams here from across the state to compete.
 - Motion was made by VanDeWalle to deny funding due to the last-minute nature of the event but would fund a grant of \$2k is they return in 2027. Motion seconded by Krahn. Motion passed.
- Polley noted that a new SA grant application form is in the works and will be finalized soon. The form will be sent to the board for review and an electronic vote.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

Executive Director Report – White

- White noted that with the rising gas prices they will concentrate their marketing on locations within driving distance.
- White recapped his report adding the following comments:
 - Gravel riding brought 5,900 riders in from out of the area. They received a JEM grant for gravel riding and will be targeted marketing for gravel riding.
 - The Trek Basecamp series will be held here.
 - The CVB will receive \$80k of the GWPP \$500k grant to provide marketing.
- White noted that on his report the projected revenue for Rothschild was incorrect.

New Business

- Sports Authority Reorganization
 - Polley noted that a meeting was held two weeks prior with the SA committee and additional stakeholder about reorganization of the SA as an Outdoor Recreation and Sports Alliance (official name TBD).
 - White noted the need to reorganize the SA as the initial intent of the group no longer matched the need for it. The next step is to meet with legal representatives to review the changes.
 - Board questions revolved around where funding would come from, what types of grants would it do and the difference between the CVB and SA organizations.

Old Business

- Polley noted that the strategic plan will stay on the agenda for awareness' sake.

Announcement or Request

- Polley reiterated that the new SA grant application form and financials will be proved to the board for electronic review.

Next Meeting

- September 23, 2026 11:30am at Granite Peak. Lunch will be provided.
- A request was made by Van De Yacht to look at locking in a meeting schedule for future.

Meeting Adjourned – 11:39am

- Motion to adjourn made by Patel. Motion seconded by Van De Yacht. Motion passed.

Virtual Meeting of the Visit Wausau Board of Directors
Wednesday, July 15, 2026

Board meeting called to order: Polley - 9:30am

Present: Bob Lamovec, Ryan VanDeWalle, Steve Krahn, Eric Johnson, Jamie Polley, Liz Wendt, Jahn Martin, Dadhi Patel, Nick Patel, Sean Wright, Tim Van De Yacht, Hooshang Zeyghami

Absent: Joan Joss, Doug Diny, Marc Kettleleson, Rolly Lokre, Charlotte Skinner, Al Opall

Salary Adjustment for Executive Director: Convert two bonus options for 2026 to base salary adjustment from \$102,000 to \$112,000. Questions were asked about comparable Executive Director salaries in the state of WI. Comparable salaries were shared. Concern shared regarding comments made about arts and culture vs outdoor recreation which will be shared with Executive Director White. Zeyghami motioned, N. Patel seconded. Motion Passes.

Adjourn Meeting

VanDeWalle motions to adjourn. Krahn seconded. All in favor.

WausauCentral Wisconsin Convention & Visitors Bureau

	Actual	Total Budget	Over budget by
Revenue			
330 Restr. Schofield Hold	15,632.85		15,632.85
331 Restr. Weston Hold	144,834.84		144,834.84
400 CVB Income	7,912.80	0.00	7,912.80
405 Publication & Program Revenue		32,000.00	-32,000.00
407 DTN Income		10,000.00	-10,000.00
410 Brochure Distribution Service		5,000.00	-5,000.00
415 Advertising	6,200.00	10,000.00	-3,800.00
430 Resale/Misc Revenue		3,333.36	-3,333.36
432 Interest Income	7,716.62	6,666.64	1,049.98
434 Print & Design Income		666.64	-666.64
435 Room Tax	578,022.92	523,333.36	54,689.56
441 Grant Revenue		26,666.64	-26,666.64
485 Sports Authority Room Tax	0.00		0.00
Total for Revenue	\$760,320.03	\$617,666.64	\$142,653.39
Cost of Goods Sold			
Gross Profit	\$760,320.03	\$617,666.64	\$142,653.39
Expenditures			
500 Conference Expenses	10,828.95	12,000.00	-1,171.05
534 Print & Design Expenses		2,000.00	-2,000.00
565 Event Supply	382.74		382.74
565A Event Service Fees	2,570.17		2,570.17
565B Event Facility Fees	1,987.66		1,987.66
576 Outside Services		6,000.00	-6,000.00
607 Advertising Expenses		\$0.00	\$0.00
608 Marketing Expense	142,968.18	185,333.36	-42,365.18
609 Website	74,738.58	43,333.36	31,405.22
675 Tourism Research Exp	12,600.00		12,600.00
705 Computer & Software Expense	6,611.64	4,666.64	1,945.00
707 Legal & Accounting	13,540.11	16,000.00	-2,459.89
708 Dues & Subscriptions	4,922.18	14,000.00	-9,077.82
710 Office Expense	4,745.42	6,000.00	-1,254.58
712 Visitors Magazine Expense	7,397.98	32,000.00	-24,602.02
715 Bank & Credit Card Fees	509.41	1,666.64	-1,157.23
720 Vehicle Expense	1,562.49	2,000.00	-437.51
721 Seminars & Training		1,333.36	-1,333.36
722 Repairs & Maint		1,666.64	-1,666.64
730 Health Insurance	24,947.52	30,000.00	-5,052.48
732 Meals & Entertainment	3,671.54	4,000.00	-328.46

733 Insurance	7,927.74	12,666.64	-4,738.90
750 Interest Expense		533.36	-533.36
755 Telephone Expense	2,450.80	3,200.00	-749.20
760 Postage	494.48	2,533.36	-2,038.88
770 Rent /Storage Expense	7,126.00	16,000.00	-8,874.00
771 Parking Permit	127.00		127.00
772 Utilities		1,666.64	-1,666.64
800 Salary & Wages	211,117.52	183,333.36	27,784.16
809 Employee Benefits	2,900.00	6,800.00	-3,900.00
810 Payroll Taxes	16,617.45	16,666.64	-49.19
811 Retirement Plan	4,217.73	8,666.64	-4,448.91
813 Interest Expense EDIL	4,222.00	3,333.36	888.64
Total for Expenditures	\$571,185.29	\$617,400.00	-\$46,214.71
Net Operating Revenue	\$189,134.74	\$266.64	\$188,868.10
Other Revenue			
Other Expenditures			
930 Restr. Schofield Hold Release	40,871.80		40,871.80
931 Restr. Weston Hold Release	40,000.00		40,000.00
975 Depreciation Expense	9,237.80	9,238.00	-0.20
Total for Other Expenditures	\$90,109.60	\$9,238.00	\$80,871.60
Net Other Revenue	-\$90,109.60	-\$9,238.00	-\$80,871.60
Net Revenue	\$99,025.14	-\$8,971.36	\$107,996.50
330 Restr. Schofield Hold	15,632.85		
331 Restr. Weston Hold	144,834.84		
930 Restr. Schofield Hold Release	40,871.80		
931 Restr. Weston Hold Release	40,000.00		
CVB Net Revenue	\$19,429.25		

Monday, September 21, 2026 07:09 PM GMT-05:00



WausauCentral Wisconsin Convention & Visitors Bureau

Statement of Financial Position

As of Sep 21, 2026

		Total
Assets		
Current Assets		
Bank Accounts		
0100 People's CVB Checking 4494		10,850.82
0101 People's CVB Money Mkt 4507		940,232.15
CVB Schofield Hold (0198)		38,179.58
CVB Weston Hold (0200)		233,522.56
Total for Bank Accounts		\$1,222,785.11
Other Current Assets		
120 Due From Sports Authority		400,009.12
Total for Other Current Assets		\$400,009.12
Total for Current Assets		\$1,622,794.23
Fixed Assets		
149 Signage		11,653.19
150 Furniture & Equipment		74,921.61
160 Accum Depreciation		-64,070.20
Total for Fixed Assets		\$22,504.60
Total for Assets		\$1,645,298.83
Liabilities and Equity		
Liabilities		
Current Liabilities		
Credit Cards		
210 Cardmember Services		1,162.97
Total for Credit Cards		\$1,162.97
Other Current Liabilities		
227 Accrued FICA/ FED		4,947.69
229 Accrued Wis WH		1,333.79
235 Employee Deductions		600.00
236 Accrued UC		62.34
240 Accrued Interest		2,904.86
Total for Other Current Liabilities		\$9,848.68
Total for Current Liabilities		\$11,011.65
Long-term Liabilities		
281 Disaster Relief Loan		145,176.20
Total for Long-term Liabilities		\$145,176.20
Total for Liabilities		\$156,187.85
Equity		
321 Restricted Net Assts		192,103.30
320 Unrestricted Net Assets		1,257,769.96
Net Revenue		39,237.72
Total for Equity		\$1,489,110.98
Total for Liabilities and Equity		\$1,645,298.83



WausauCentral Wisconsin Sports Authority

Budget vs. Actuals__FY_2026__Report

January-August, 2026

	TOTAL		
	Actual	Budget	Over budget by
Revenue			
420 Sponsorship	8,900	40,000	-31,100
422 Registration Fees	54,517	70,000	-15,483
422A BSG FS Registrations	18,870	45,333	-26,463
430 Resale/Misc Revenue	99	3,333	-3,234
432 Interest Income	967	500	467
435 Outdoor Rec Room Tax Revenue		25,333	-25,333
440 Sports Authority	49,973	60,000	-10,027
441 Grant Revenue		100,000	-100,000
444 Vendor Income		2,000	-2,000
900 Community Foundation - Taxable	2,665		2,665
Discounts given	-150		-150
Total for Revenue	\$135,841	\$346,500	-\$210,659
Cost of Goods Sold			
Gross Profit	\$135,841	\$346,500	-\$210,659
Expenditures			
500 Conference Expenses	4,308	8,000	-3,692
534 Print & Design Expenses	3,000		3,000
564 Participant Supplies	17,872	23,333	-5,461
565 Event Supply	36,227	50,000	-13,773
565A Event Service Fees	15,300	32,700	-17,400
565B Event Facility Fees	121,160	93,333	27,827
565C BSG FS Event Fees	63,636	6,250	57,386
576 Outside Services		336	-336
607 Advertising Expenses	7,412	13,000	-5,588
608 Marketing Expenses		3,916	-3,916
609 Website	164	664	-500
612 Grant Expense	45,000	36,667	8,333
705 Computer & Software Expense	480	1,664	-1,184
707 Legal & Accounting		5,333	-5,333
708 Dues & Subscriptions		4,336	-4,336
710 Office Expenses	55	1,664	-1,609
715 Bank & Credit Card Fees	3,335	4,667	-1,332
718 Registration Fees Expense		2,000	-2,000
720 Vehicle Expense		1,664	-1,664
732 Meals & Entertainment	14	2,000	-1,986
760 Postage		2,000	-2,000
770 Rent/Storage Exense	312	1,667	-1,355
800 Salary & Wages		32,000	-32,000
810 Payroll Taxes		2,667	-2,667
813 EIDL Interest Payment	1,272	1,000	272
Total for Expenditures	\$319,549	\$330,861	-\$11,311
Net Operating Revenue	-\$183,708	\$15,639	-\$199,348
Other Revenue			
Other Expenditures			

		TOTAL	
	Actual	Budget	Over budget by
Reconciliation Discrepancies	23,239		23,239
Total for Other Expenditures	\$23,239		\$23,239
Net Other Revenue	-\$23,239		-\$23,239
Net Revenue	-\$206,948	\$15,639	-\$222,587



WausauCentral Wisconsin Sports Authority

Statement of Financial Position

As of Aug 31, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
0 Community Foundation	55,603.59
100 Peoples SA Money Mkt 4603	119,676.80
101 People's SA Municipality 3731	125,134.64
102 People's SA CVB Checking 4582	58,874.14
105 People's BSG Checking 4566	110,056.27
Incredible CK NP SP 0001	8,034.10
Incredible CK NP SP 0002	1,075.64
Total for Bank Accounts	\$478,455.18
Other Current Assets	
110 N/R Wausau Marathon	2,000.00
12000 Undeposited Funds	0.00
Uncategorized Asset	0.00
Total for Other Current Assets	\$2,000.00
Total for Current Assets	\$480,455.18
Total for Assets	\$480,455.18
Liabilities and Equity	
Liabilities	
Current Liabilities	
Credit Cards	
2987 River Valley Cardmember Service	228.15
Total for Credit Cards	\$228.15
Other Current Liabilities	
120 Due to CWVB	400,009.12
240 Accrued Interest	653.31
Wisconsin Department of Revenue Payable	0.00
Total for Other Current Liabilities	\$400,662.43
Total for Current Liabilities	\$400,890.58
Long-term Liabilities	
280 P. State Bank PPP Due To	0.00
281 Disaster Relief Loan	36,152.80
Total for Long-term Liabilities	\$36,152.80
Total for Liabilities	\$437,043.38
Equity	
31500 Restr. MMB Rollover	232,970.00
32000 Unrestricted Net Assets	17,389.63
Net Revenue	-206,947.83
Total for Equity	\$43,411.80
Total for Liabilities and Equity	\$480,455.18

Visit WAUSAU

GRANT APPLICATION

Event/Tournament Name: 2027 Arctic Blast/Premier Girls Fastpitch
Event Dates: January 15-17, 2027
Local Organizing Committee: TSCG/PGF
Tax or EIN #: XXX-XX-0483
Contact Person: Terry Wagner - PGF Wisconsin State Director
Address: N40 W5792 Hamilton Rd. Cedarburg, WI 53012
Phone Day/Cell: 414-704-7350
Email: tlw5792@msn.com
Amount Requested: \$ 6,500

DESCRIPTION OF EVENT

EVENT HISTORY

Please write a brief description of the growth and development of the event over the past few years:

The 2027 Arctic Blast Tournament will host U14 and U16/18 teams from Illinois, Iowa, Minnesota, and Wisconsin, with college coaches in attendance. This will be the second year the event is held at the Greenheck Turner Community Center, following the success of the 2026 Tournament.

Previously hosted at the Hodag Dome in Rhinelander since 2021, the event has now found a new home in Central Wisconsin. The tournament is designed to bring the highest level of girls' softball to the region while fostering the empowerment and growth in athletics.

(cont'd)

Grant funding will help market the event to neighboring states and offset rental costs at the GTCC. The tournament's estimated economic impact is \$1.5 million over the course of the weekend.

Importantly, all proceeds raised are reinvested into local non-profits, further supporting the Central Wisconsin community.

Visit WAUSAU

EVENT INFORMATION

Proposed Event Location/Facility:

Greenheck Turner Comm. Center.

Has the facility been secured?

yes

Number of Teams Expected:

16-18 teams

Number of Participants Expected:

500-600 spectators are welcome

Of Teams/Participants from outside 90 Miles:

16

Estimated Number of Family & Friends per participant:

2 to 4

Number of local teams:

1

Number of local participants:

30

HOTEL INFORMATION

Has contact been made with any area hotels? Yes

If so, who? Holiday Inn & Suites

If not, can the CVB assist with securing your hotel accommodations?

Use the chart below to indicate the number of hotel rooms needed by day:

Date				1-14-27	1-15-27	1-16-27	
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooms				5	225+	225+	

Total Number of Room Nights:	2
Average Length of Stay:	2
Estimated # of Guests per room:	4

Event is posted on the Premier Girls' Fastpitch National website (NFCA) National Federation of College Coaches and Visit Wausau.



POLICIES AND PROCEDURES

The Wausau/Central Wisconsin Convention and Visitors Bureau's Sports Authority Fund is designed to assist local, regional and national sports organizations in hosting their events in Wausau/Central Wisconsin.

This application must be filled out completely and returned to the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) prior to the event date for review by the Sports Authority Advisory Committee and approval by the CVB Board of Directors.

Additional Criteria for Applicants to note:

1. Any event seeking funding from the Sports Authority must hold the event in one of the communities represented by the Wausau/Central Wisconsin Convention & Visitors Bureau.
2. All area hotels must have an opportunity to submit a room block proposal through the CVB sales lead system in order for an applicant to receive Sports Authority funding.
3. If the event is a bid event, please submit all bid documents, including an award letter if applicable, with your application.
4. There is a limited amount of funding available. Applications will be competitive. The following criteria are important to the successful funding of an application:
 - a. Total economic impact generated by the event
 - b. Total room nights generated by the event
 - c. Type and distribution area of media coverage
 - d. Potential for future growth of the event
 - e. Potential as a step to hosting additional events or larger tournament
 - f. Sponsorship Benefits Received
 - g. Community Support
5. New events may be funded for up to three (3) years. Applicants are required to provide a matching dollars investment into the event that will increase by 25% each year unless room night production increases by 25%.
6. At the conclusion of the event, the CVB requires a detailed report outlining the estimated attendance, room night production, positives and negatives of the event, and plans for the future. Upon receipt of this report, the remaining 15% of the allocated funding will be released to the applicant. **Failure to submit this report within 60 days of the conclusion of the event will cause applicant to forfeit any remaining monies awarded and will prevent the applicant/organization from receiving future funds.**

Application Acknowledgement

The signature below acknowledges that the above information is true to the best of my knowledge at the signing of this application. I understand that Information deemed inaccurate or misrepresented could result in a denied application or loss of event funding. I have read the policies and procedures noted above. Funding is not guaranteed by the submission of this application. I understand that a final report on the event must be submitted within 60 days of the completion of the event.

Event Representative:

Printed Name:

TERRY L. WAGNER Terry L. Wagner

Date:

6/1/26

Artic Blast 1/16-18/26

Expenses:

Greenheck Turner Complex

\$12,800

\$12,800

Tournment Management:

Umpires

\$6,100

\$6,100

Assignor

\$250

\$325

UIC/Tournment Dir

\$725

\$725

Rooms (Staff)

\$2,105

\$850

Staff

\$625

\$350

PGF Fee

\$270

\$270

Awards

\$625

\$600

Milage

\$404

\$0

Equipment / Softballs

\$550

\$550

Tourney Mach

\$305

\$132

Event Insurance (1M/3M)

\$425

\$425

Total:

\$25,184

\$23,127

Income: Grant

\$6,000

\$6,500

Entry Fee:

\$13,600

\$13,600

Addmissions:

\$3,240

\$3,200

\$22,840

\$23,300

Net:

(\$2,344)

\$173

Artic Blast 1/15-17/27 (Projected)

Taste N Glow Balloon Fest

Post-Event Report – Wausau/Central Wisconsin Sports Authority

Event Dates: **July 10–11, 2026**

Funds Received: \$10,000

Estimated Attendance

- 14,000+ attendees throughout the weekend.
- 30 hot air balloons participated.
- 1,200+ tethered balloon rides were provided.

Hotel Room Stays Generated

- Taste N Glow directly purchased more than **60 hotel rooms**, with balloon pilots and crews staying **two or more nights** in hotels located in Wausau and Weston.
- The event also brought vendors, volunteers, and visitors from across Wisconsin and neighboring states who supported local hotels, restaurants, retailers, and other businesses throughout the weekend.
- Advertising efforts targeted Milwaukee, Madison, Eau Claire, the Northwoods, and Portage/Wood County, encouraging visitors to travel to Central Wisconsin.
- Post-event attendee survey responses also identified visitors staying in hotels throughout Wausau, Weston, Rothschild, and Rib Mountain, demonstrating continued tourism generated by the event.

Positives

- Strong attendance throughout the weekend.
- Successful balloon flights and evening balloon glows.
- Regional advertising continued to attract visitors from outside Central Wisconsin.
- Expanded hotel utilization by balloon pilots and crews.
- Positive feedback received through the post-event attendee survey.

Challenges

- Weather continues to be the largest uncontrollable factor affecting balloon operations.
- While attendee surveys continue to improve tourism data collection, total room nights generated by attendees remain difficult to quantify.

Plans for the Future

- Continue expanding regional marketing efforts to attract overnight visitors.
- Maintain a strong lineup of hot air balloons and family-friendly activities.
- Continue working with local hotels to better measure visitor lodging generated by the event.
- Strengthen partnerships that increase tourism and economic impact throughout Central Wisconsin.

Submitted by

Brandon Jilek
President
Taste N Glow Balloon Fest, Inc.

Executive Director Report

VISIT WAUSAU | SEPTEMBER 2026 | REPORTING SINCE THE MAY BOARD MEETING

Marathon County's reported 2025 tourism economic impact reached \$520 million. Since our May meeting, Greater Wausau's lodging performance has improved, we delivered a major championship, advanced destination and workforce initiatives, and earned statewide recognition.

Destination performance

65% hotel occupancy	65,800 room nights	\$9.5M hotel revenue	\$94 hotel RevPAR
62% in 2025; +3 points	+4% hotel demand	+\$733,200 year over year	\$86 in 2025; about +9%

Short-term rental revenue reached about \$2.5 million, up \$507,900 year over year, although booked demand declined 6%. Together, the two reporting streams show roughly \$12 million in lodging revenue, about \$1.24 million above May–August 2025. Hotel figures cover properties reporting through Amadeus; this is not a complete census of area lodging.

National context: August consumer prices were 3.4% higher than a year earlier. In an August travel survey, 51% of travelers planning fall trips said costs could limit those plans. These indicators describe national pressure; they do not establish that Visit Wausau caused local growth.

World Horseshoe Championships

The 2026 championships brought 888 registered competitors to Greenheck Turner Community Center. Our preliminary post-event analysis estimates \$3.2 million in direct visitor spending and \$5.1 million in total economic impact. Area hotels reached about 82% occupancy across the July 13–25 tournament window. The occupancy figure describes the full reporting hotel market, not room nights attributable solely to this event. Greater Wausau is scheduled to host again in 2029.

Awards and destination development

State recognition. Four of the 66 nominees for the 2026 Wisconsin Governor's Outdoor Industry Awards represented Greater Wausau or Visit Wausau: Destination of the Year (Greater Wausau), Tandem (Visit Wausau and Zartico), First Ascent (Visit Wausau and IronBull), and Trailblazer (Tim White). Tim received the Trailblazer Award.

Work advanced. The BasecampGW relocation microsite is live as part of the WEDC and Greater Wausau Prosperity Partnership workforce initiative. Wisconsin Gravel continues to organize more than 900 miles of riding opportunities and develop self-guided routes. The Great Pinery Heritage Waterway and Ice Age National Scenic Trail support our "Two National Trails. One Basecamp." positioning.

Priorities through year end

Launch and measure the BasecampGW campaign; develop the regional sports authority proposal; refine municipal room-tax reporting and partnership agreements; and scope 2027 opportunities including Ride Across Wisconsin, Wisconsin Gravel routes, and a Restaurant Week promotion linked to lodging.

Context and sources: 2025 Marathon County tourism impact of \$520 million supplied by Visit Wausau. May–August lodging: Zartico Lodging Insight, data loaded through September 14, 2026. National context: BLS August 2026 CPI and Longwoods International, American Travel Sentiment Wave 110 (fielded August 4–7). Awards: Wisconsin Office of Outdoor Recreation, 2026 nominees and recipients. Horseshoe impact and tournament occupancy: Visit Wausau post-event analysis.

Priorities through year end

VISIT WAUSAU | SEPTEMBER 2026 | BOARD REPORT COMPANION

Our upcoming focus centers on converting regional awareness into direct overnight bookings and tracked traveler engagement, while expanding strategic operational capacity for 2027 and future years.

Sales and event acquisition. Increase competitive bid submissions for conferences and tournaments; re-establish our client pipeline; restore active memberships with Sports ETA and MMB; and propose a Director of Sales position to manage direct outreach, municipal bids, stakeholder integration, and ROI metrics.

Ride Across Wisconsin. The July 2027 route is confirmed, originating in Eau Claire and concluding in Wausau. We are organizing the finish line festivities, overnight accommodations, transit logistics, volunteer networks, and merchant engagement for thousands of anticipated participants, while defining precise economic tracking methods.

Packages and destination products. Evaluate a fourteen-day Restaurant Week promotion during off-peak dates tied to hotel stays. Advance self-guided Wisconsin Gravel route mapping and deploy the BasecampGW campaign alongside community workforce collaborators.

Digital performance. Recent summer analytics suggest optimizing search conversion rates, delivering current dining and entertainment guides, refining mobile user interfaces, and structuring event data for search engine visibility and AI discovery. Analytics will monitor qualified inquiries alongside web traffic.

Budget and long-term capacity. Draft a 2027 financial plan reflecting a 3% adjustment to support dedicated sales personnel and marketing initiatives. Progress municipal room-tax partner agreements, support the regional sports authority framework, and begin early preparations for the 2029 World Horseshoe Championships.

Planning status: Ride Across Wisconsin is finalized; organizational staffing, fiscal updates, organization memberships, and dining campaigns represent pending initiatives. Technical recommendations incorporate findings from Visit Wausau's summer 2026 reporting.



Wisconsin's Leader in Sports, Events & Tourism

The Wausau/Central Wisconsin Sports Authority Event Grant is intended to assist local, state, regional, and national sports and outdoor recreation organizations to host events that bring in outdoor recreation and sports-related tourism to Central Wisconsin. Make sure to read the **Sports Authority's General Grant Information** thoroughly before completing the grant application. Thank you for hosting your event in Central Wisconsin!

GUIDELINES & INFORMATION

Eligible Uses

- Bid or sanctioning fees
- Venue or facility costs
- Event marketing
- Transportation and logistics

Ineligible Uses

- Local-only events with limited visitor impact
- Ongoing operational expenses
- Events without clear tourism benefit

Funding parameters

- Minimum request: \$2,000
- Maximum request: \$10,000
- Awarded funding will be tied to scoring criteria
- The grant should not comprise more than 50% of the event or organization's funding

Scoring Criteria:

- Estimated number of room nights from event participants and attendees (30 points)
- Percent of participants and attendees from outside 90 mile radius (20 points)
- Occurs during an off-peak season (off peak seasons = spring and fall) (15 points)
- Demonstrate strong organization and execution (10 points)
- Sponsorship benefits received (10 points)
- Potential for event growth or additional or larger events (5 points)
- Community support received including other funding commitments (5 points)
- Sustainability of event/organization (5 points)



Wisconsin's Leader in Sports, Events & Tourism

APPLICATION

Applicant Information

Applicant Organization and type:

Contact Name:

Contact Phone:

Contact Email:

Event Information

Event Name:

Event Dates:

Local Organizing Committee:

FEIN:

Event Location:

Years in Existence (event):

Event Description

Provide a brief description of the type of event including how it promotes or encourages sports or outdoor recreation tourism in the area.

What is the total anticipated economic impact of the event? (Use the Travel Wisconsin calculator.)

Please describe community support for the event. Include letters of support if applicable.

Describe the event's growth over the past 2-3 years.

Grant Request Information

Grant Amount Requested:

Purpose/Use of requested funds:



Wisconsin's Leader in Sports, Events & Tourism

Event Promotion

Through what media outlets and in what regions will the event be promoted?

How will the Sports Authority be acknowledged at the event? List all applicable sponsorship benefits.

Prior Sports Authority Assistance

Has the event or organization received assistance from the Sports Authority in previous years?

If yes, which years and which event(s)?

If so, how much was awarded in each year for each event?

Tourism Impact

Number of teams expected:

Number of participants expected:

Number of participants further than 90 miles away:

Estimated number of friends and family per participant:

Number of local participants:

Hotel Information

Have area hotels had the opportunity to submit a room block proposal through the CVB sales lead system?

Has contact been made with any area hotels?

If so, which?

If not, can the CVB assist in securing hotel accommodations?

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Intro: General Description of Board of Directors

The CVB is a regional tourism organization whose mission is providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

The CVB's vision is to be the premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

The Board of Directors of the CVB is fundamentally responsible to provide oversight on the fulfillment of the organization's mission to the region. The Board sets policy and direction, provides financial oversight, and supports the generation of adequate resources to carry out its mission.

This Policy Handbook serves to facilitate active and accountable governance of CVB, as well as compliance of all applicable legal requirements.

CVB is governed by a comprehensive set of by-laws, which are reviewed annually by the Board of Directors for effective governance and compliance to relevant law. This handbook serves as a guide for implementation of the Bylaws, as well as a handbook for Board practice and function. The handbook regularizes best practices for continuity and succession planning for Board and executive leadership, and serves as a guide for new Board member orientation.

The Board of Directors shall create a working group who will review the Bylaws and this Board Policy Handbook annually. The working group will review and recommend any appropriate changes related to: legal and regulatory requirements, changes in board governance, and to maintain best practice standards in October of each year during a special meeting. Any and all changes shall be communicated to the Board of Directors within a reasonable time for the Board of Directors to review and approve at their November meeting. If there is a conflict or inconsistency between the Bylaws and the Board Policy Handbook, the provision of Bylaws shall supersede the Handbook.

Role and Function of Board of Directors

The Board of Directors leads the CVB in fulfilling its mission of providing resources, marketing, and leading strategic cooperation with other organizations, and fosters excellent visitor experiences, positioning our region as a destination community.

Composed of leaders from municipalities in contract with the CVB, lodging & tourism organizations, and at-large members who have a vested interest in the CVBs mission, board members bring their unique perspective on economic, business, visitor, resident, policy and philanthropic trends to drive CVBs strategy and development. Board members also give their unique professional skills to provide technical assistance to CVB; advise staff on legal and compliance issues, business development, policy development and work directly with CVB community clients.

Board members should be enthusiastic supporters of CVB, making connections and introductions to generate financial support, partnerships, job opportunities, and new leadership within their businesses, municipalities, professional and personal networks.

The Board of Directors collaborates closely with CVB's management team. The Board holds and exercises all corporate powers, either directly or indirectly through the authority granted to administrative or standing committees. These committees operate in accordance with the Bylaws and possess the Board's delegated authority, but remain under the Board's overarching guidance. Project committees, in contrast, do not wield the Board's authority. Their role is limited to advising the Board through recommendations and supporting the Board in fulfilling its duties.

The Board of Directors has the fundamental responsibility of overseeing CVBs fulfillment of its mission to the community. To this end, the Board sets direction for the organization, provides financial oversight, establishes policy, and ensures the CVB's resources for carrying out its mission.

Board of Director Expectations

- Embrace, articulate and promote the CVB mission; vision and outcomes.
- Make generous personal contributions to CVB, securing business, non-profit and municipal support that benefits the CVB.
- Fully understand CVB programs, budgets, and financial statements.
- Serve as an advocate and ambassador for CVB in regards to funding, employment opportunities, community relations, and new partnership and program development.
- Fully participate in board meetings and strategy sessions. The minimum number of meetings over one year shall be five.
- Promote and participate in CVB initiatives and events on a regular basis.

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- Participate in at least one board committee, through active attendance, preparation, timely and substantive questions and analysis, and special projects and tasks.
- Provide technical assistance to CVB staff in areas of professional expertise.
- Comply with all Board Bylaws, code of ethics and guidelines set by public funding sources and state accreditations.

Core Functions of the Board of Directors

Strategic Planning and performance evaluation

The Board of Directors engages in a regular strategic planning process which analyzes economic, demographic, and policy trends and develops strategies that hone and deepen CVBs impact. The Board works with staff to evaluate program performance and continually improve service performance and impact.

Fiscal Oversight

The Board ensures that resources are managed in a fiscally sound and responsible manner. The Board establishes and monitors the CVBs annual budget, sets financial and personnel policies, reviews financial performance, engages auditors, and establishes investment policies.

Selection and support of Executive Leadership

The Board selects the Executive Director and evaluates executive leadership with continuous informal feedback and formal annual evaluations. The Board supports a strong executive leadership team to ensure CVB services and operational success and plans for executive transition through long-range and emergency succession planning.

Board Development

The Board of Directors works to ensure a committed, dynamic, diverse and effective board of directors. This is done by active recruitment and cultivation of individuals with the skills and connections CVB needs. The Board provides information and training to develop and inspire members, as well as to assess its own performance and the participation of individual board members regularly.

Nomination and Election of Directors of the Board

Number of Board Members and Summary of Board Terms

The CVB Bylaws authorize a minimum of three (3) and a maximum of eighteen (18) Directors. Members of the Board of Directors shall be elected for a two (2) year term. The Board is prohibited from seating anyone personally compensated by CVB for services rendered within the previous 12 months or any brother, sister, spouse or relative-in-law of such person.

On an annual basis, a working group appointed by the Board of Directors, cooperating with the Secretary shall evaluate the skills and affiliations needed by the Board for the following fiscal year, after determining the number of Board members who will be termed out and otherwise not returning, and conduct new Board member recruiting efforts.

Board Director Nominations and Election

The Board is responsible for the Board recruitment process with support from the Executive Director.

Annual Assessment of Board Composition

- *Returning Board Members.* The Board working group confirms that Board members whose terms are expiring intend to run for re-election.
- *Strategic Board Planning.* The Board working group, on an annual basis, assesses the skills, connections and affiliations of current Board members and analyzes gaps and then sets priorities for Board recruitment, to support CVBs mission.

Resignation, Removal and Vacancies

Resignation, Removal and Vacancies. A director may resign at any time by giving written notice to the Executive Director of the Corporation, who shall advise the Board of Directors of such resignation. Such resignation shall take effect at the time specified therein, or, if no time is specified, then upon receipt of the notice. A director may be removed by action of a majority of the members then comprising the Board. A vacancy or vacancies in the Board which occurs for any reason, including an increase in the authorized number of directors, may be filled by the action of the majority of Board members.

Officers

Specified Officers. The principal officers of the Corporation shall be President, Vice President, Treasurer and Secretary. All such officers shall be elected from within membership of the Board.

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The election of such officers shall take place at the regularly scheduled meeting of the Board of Directors in any calendar year based on nominations presented by the Board.

Term of Office. Members of the Board of Directors shall be elected for a two (2) year term. Officers of the Corporation shall serve for a period of two (2) years or until their respective successors have been duly elected.

Responsibilities of All Officers

- Coordinate the full board's review of the CEOs performance and compensation
- Serve as a smaller sounding board for the CEO
- Focus the boards work
- Set goals and develop agenda
- Coordinate the work of the full board

President

The President of the Corporation shall serve as Chairman of the Board, presiding at all of its meetings, and shall perform all duties commonly incident to such office. The President shall serve as Chairman of the Executive Committee. With the approval of the Board of Directors, the President shall sign all deeds, contracts and other instruments affecting the operation of the Corporation or any of its properties, except in those cases where the signing and execution thereof shall be expressly delegated by the Board of Directors to some other officer or agent of the Corporation.

The job of the Chair is, primarily, to maintain the integrity of the board's process. The Chair "manages the board." The Chair is the only board member authorized to speak for the board, other than in rare and specifically board-authorized instances. The Chair ensures that the board behaves consistent with its own rules and those legitimately imposed upon it from outside the organization. Meeting discussion content will be those issues that, according to board policy, clearly belong to the board to decide, not staff. The authority of the Chair consists only in making decisions on behalf of the board that fall within and are consistent with any reasonable interpretation of board policies in Parts III and IV of this BPM. The Chair has no authority to impose policies beyond policies created by the board. Therefore, the Chair has no authority to supervise or direct the Executive Director's work, but is expected to provide counsel.

Vice President

The Vice President of the Corporation shall act in the absence of the President, and in doing so, shall possess all the powers of the Chair.

Secretary

The Secretary of the Corporation shall keep minutes of all Board meetings, whether special or regular, attendance records, see that all notices are duly given in accordance with the provisions of these Bylaws or as required by Law, be custodian of the corporate records and

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shall perform such other duties as called upon by the President. Secretary may have the assistance of a note taker for meetings.

Treasurer

The Treasurer of the Corporation shall be responsible to oversee and manage the finances of the Corporation and to see that all receipts and disbursements of funds are in compliance with its annual budget and the direction of the Board of Directors. Such funds shall be kept on deposit in financial institutions or invested in such a manner as is approved by the Board of Directors. Checks are to be signed according to policy set forth in the bylaws. The Treasurer shall generate a bimonthly financial report to be made to the Board and shall coordinate an annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures.

Meetings

The Board of Directors shall meet not less than once per calendar quarter. All meetings shall be called by the President of the Board or by any three (3) Board Members Upon five (5) days' notice via email or ordinary mail. Agenda and Board Packet will be sent to Board members at least 24 hours prior to the meeting.

Attendance. The office of any Board member shall be automatically vacated after such Director has failed to attend 50% of Board of Directors meetings in a calendar year or missed three (3) consecutive meetings of the Board of Directors without an excused absence. After a second missed meeting, the Secretary shall give notice of accrued absences and potential automatic board termination. Attendance via Video Conferencing is acceptable.

Quorum, Voting

Number of Votes

Quorum. A quorum for conducting business at any meeting shall be fifty-one percent (51%) of the Directors then holding office and the votes of a majority of the Directors present at the meeting at which a quorum is present shall constitute the decision of the Directors.

Special Meetings/Meetings or When Board Approval Vote Needed. At times there may be a matter that requests a special meeting or vote by the board. When this matter arises the actual meeting confirmation can take place via electronic means. Electronic means are and not limited to, Email, Text Messaging, Conference Calling or by direct telephone. All directors need to be notified of such a meeting at least 24 hours prior to such meeting. A Quorum is needed for any passage or vote. In the event a board member is unable to attend, that board member may appoint another current board member to cast their proxy vote on their behalf with electronic means listed above as proof.

Committees

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Committees. The President of the Board with the approval of the Board of Directors shall appoint such administrative, standing and project committees as are deemed necessary to fulfill the purposes of the Corporation. Committees shall consist of at least one elected municipal official. These committees shall report to and operate under the authority and power delegated by the Board of Directors and Bylaws. A committee chair shall be appointed by the President of the Board or by the individual committees at the President's option. Committee meetings may be called at any time by the Board President or by the committee chair, and with whatever frequency is required in order to fulfill their responsibilities. The committee chair shall have the option to have minutes taken at all committee meetings. The Executive Director shall serve as an ExOfficio member of all committees. Committees shall consist of at least 3 members.

Executive Committee: The Executive Committee shall consist of the President, Vice President, Treasurer and Secretary of the Board of Directors. The purpose of the Executive Committee shall be to act on behalf of the full Board only in case of an emergency. Actions taken by the Executive Committee shall be ratified by the majority of the Board of Directors at the next regularly scheduled meeting. The Executive Director Job description and salary shall be reviewed annually in the 4th quarter, along with a comprehensive annual job review.

The Executive Committee is **not** authorized to make decisions with respect to the following matters:

1. Dissolve the corporation
2. Hire or fire the chief executive
3. Enter into major contracts or sue another entity
4. Make significant changes to a board-approved budget
5. Adopt or eliminate major programs
6. Buy or sell property
7. Amend the Bylaws
8. Change any policies the board determines must be changed only by the board

Emails Constitute Writings

Any notice or other communication required or permitted under this Agreement shall be in writing and shall be given by electronic delivery.

Parties agree that notices provided to the other related to the Agreement will be valid if sent by email to the authorized address (notwithstanding any failure of the recipient's email system, spam filters or similar impediments) or regular U.S. mail as set forth in the Agreement or in the account. Emails constitute writings and electronic facsimiles of original signatures constitute written approval for purposes of the Agreement.

Records, Reports, Inspection, Access to Staff

- Records are kept at CVB offices.
- Accounting Records and Reports kept at CVB offices.
- Any board member may inspect books, reports, records in reasonable time.
- Audit Report within 120 days of close of fiscal year.

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Access to Staff

- The Board of Directors encourages open communication to the Executive Director.
- CVB management team participates in all Board meetings and Executive Committee Meetings.
- Other CVB staff participate when needed and when invited.
- Executive management also supports Board efforts and committees, working with chairs.
- Board members are welcome to contact Executive management staff directly any time.

Risk Management

Reserve Fund Policy

The Board of Directors recognizes that it is heavily reliant on revenue sources that are variable and beyond its control, but must still provide and deliver marketing and promotional services as well as visitor services to ensure economic growth and opportunity in the Greater Wausau Area.

In order to consistently deliver these services, and provide for stability in planning and budgeting, the Board of Directors will maintain adequate reserve funds to protect against unforeseen events, periodic economic swings or severe economic downturns, as well as emergency or natural disaster expenses that require immediate action, including the expenditure of non-budgeted funds.

Reserve Fund Goal Policy Statement

Through membership dues, room tax dollars, program fees and other sources of revenue, the organization's goal is to maintain a reserve fund that, at a minimum, is equivalent to three months of marketing and operating expenses based on the average monthly expenditures in a given year. The Board shall review the fund balance and set risk goals annually during the succeeding year's budgeting process to ensure the appropriate balance is maintained. Annual recommendations to increase or decrease the Reserve Fund shall be made by the Board and presented for authorization and approval. The Reserve Fund shall be used for two purposes:

1. **Emergency:** The Emergency purpose is intended to be used only in the event of a natural or economic disaster or unforeseen catastrophic events that require immediate action, including the expenditure of non-budgeted funds. Emergency funds shall not be used for the purpose of meeting operating shortfalls or to fund new programs or personnel.
2. **Economic Stabilization:** The Economic Stabilization purpose is intended to be used to reduce the impact of revenue fluctuations and declining revenue growth due to economic downturns. The Economic Stabilization funds can be used to continue high priority services that cannot be funded by current revenues.

The Executive Committee, including the Executive Director of CVB, shall make the initial assessment that a situation exists which requires the expenditure of money from the Reserve Fund. By a two thirds majority vote of the Board, a recommendation may be made to authorize and approve the expenditure of Reserve Funds. The Board of Directors must then approve the transfer of Reserve Funds to the general budget by a two thirds (2/3) majority vote (of those present). The Executive Committee and the Executive Director must also provide the Board of Directors with an acceptable plan to replenish the funds removed from the Reserve Fund.

Fiscal Oversight/ Business Practices

Financial Management

FINANCIAL OVERSIGHT

The accounting policies and procedures currently in use at the Organization are to ensure that the financial statements conform to generally accepted accounting principles; assets are safeguarded; guidelines of grantors and donors are complied with; and finances are managed with accuracy, efficiency, and transparency. All Organization's staff with a role in the management of fiscal and accounting operations are expected to comply with these accounting policies and procedures.

Division of Responsibilities

Board of Directors

1. Reviews and approves the annual budget
2. Reviews and approves the periodic financial reports and annual audited financial statements
3. The Executive Director, Director of Operations, the Treasurer and designated members of the Board of Directors are authorized signers on the bank accounts.
4. Approves recommended contracts with the organization auditors.
5. Approves the annual Return for Organization Exempt from Income Tax (IRS Form 990)

Executive Director

1. Sees that an appropriate budget is developed annually and ensures that the operational expenditures within the budget are maintained in the current year
2. Responsible for employee compensation and performance management
3. Approves and signs all issued checks and is signatory for all bank accounts
4. Manages and signs for all contracts that are included in the current year budget
5. Reviews and approves all grant submissions and all grant program expenditures
6. Oversees the adherence to all internal controls
7. Reviews and approves all reimbursements and fund requests

Executive Committee

1. Reviews and approves all contracts that are not included in the current year budget
2. Reviews and approves all non-budgeted expenditures that are not included in the current year budget
3. Reviews Executive Director's performance annually and establishes the salary
4. The Chair approves and signs all Executive Director expense reimbursement checks.
(Currently done by Director of Operations)

Finance Committee

1. Review annually an operating budget proposal by management for the next fiscal year to be approved by the Board

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2. Reviews and advises staff on internal controls and accounting policies and procedures
3. Monitors and makes recommendations for asset retirement and replacement
4. Reviews and approves monthly and year-end financial reports
5. Reviews the general ledger on a periodic basis for any unusual transactions
6. Oversees capital expenditures for proper depreciation of items purchased with a value or cost of one thousand dollars or more.
7. Recommends the appointment with the auditor's retention, engagement and scope of the annual audit and tax return obligations. Also coordinates and assists with the auditing activities.
8. Oversees the annual Return for Organization Exempt from Income Tax (IRS Form 990). The return will be presented to the Board of Directors for their review and approval.
9. Oversees the financial performance objectives and benchmarks

Budgetary Control

A budget is always prepared for the future and hence there may be a variation between the budgeted results and actual results. Budgetary control is established by the comparison between the budgeted and actual results. Any differences (variances) are made the responsibility of the Executive Director and the Executive Committee who investigate and take appropriate action so that the deviations will not repeat in the future or revise the original budget.

Audit

An annual audit to be completed by May 31st of each year of the Corporation's finances by a qualified certified public accountant in accordance with generally acceptable accounting and auditing standards and procedures. Additional audits required by state or federal agencies will be administered as needed.

Delegation of Authority to Executive Director for Disbursements and Contracts

The Board's role is through high level policy to provide direction for the organization regarding its Vision, Mission, Values, executive limitations and outcome expectations. It is the role of the Executive Director to develop and implement administrative policies which determine how the organization's work will be accomplished consistent with the Board policies.

The Board of Directors delegates authority to the Executive Director, the President of the Board to execute contracts or other instruments that do not obligate the corporation to expend the lesser of an amount over 25% of annual budget or \$25,000 and which are not longer than one (1) year in duration. No deed, mortgage bond, contract or other instruments which exceed the aforementioned amount shall be executed until the Board has approved its execution.

Planning and Oversight

Strategic Planning

The Board is always expected to think strategically. The Executive Director is expected to work in conjunction with the board to create a strategic plan, update it as necessary, link major activities in the plan to the relevant sections of the Board policies.

Conflict of Interest/Ethical Code of Conduct

Conflict of Interest.

Each director shall review and sign the Corporation's Code of Conduct and Conflict of Interest statement annually and disclose to the Board of Directors any duality of interest or possible conflict of interest whenever the duality or conflict pertains to a matter being considered by the Board.

(b) Any director having duality of interest or conflict of interest on any matter shall abstain from voting on the matter and shall not be counted in determining the quorum for the vote on the matter. In addition, he or she shall not use his or her personal influence on the matter, but may briefly state his or her position on the matter and may answer pertinent questions from other directors since his or her knowledge may be of great assistance.

(c) The minutes of the meeting involving any such situation shall reflect that a disclosure was made, the abstention from voting, and the quorum situation.

(d) If a director is uncertain as to whether he or she has a duality or conflict of interest which requires abstention, or if a director asserts that another director has such a duality or conflict, the Board, by majority vote of those present other than the director having the possible conflict, shall decide whether abstention is required. If so, the director will be deemed to have abstained.

(e) No purchase involving \$5,000 or more from any director or any entity of which the director is an officer, director, partner or owner shall be made without prior approval of the Board of Directors, provided, however, that if an expenditure is authorized in a previously approved budget and provided further that such expenditure is at fair market value or upon more favorable terms to the Corporation, the fact that a director is an officer, director, partner or owner of such entity shall not necessitate additional Board of Director approval.

(f) A director may not take any action on behalf of the Corporation which would bind the Corporation to a legal commitment with a third party unless there is prior Board approval for said action.

(g) If the Board member feels that a conflict of interest cannot be resolved with their continued presence on the Board of Directors, the Board member must resign.

Annual Review of Bylaws and Board Policies and Practices

The board shall review their policies on an annual basis. It's important to conduct an annual review of policies so that the organization remains in legal compliance and avoids liability issues.

The annual review process will include review of:

- Mission, vision, and critical action statements
- Strategic Plan
- Board of Directors Handbook
- Recruiting board members
- Board orientation and onboarding
- Board training and development
- Board attendance
- Board term limits
- Board chair and officer descriptions
- Organizational chart
- Committee charters
- Review of bylaws
- Executive director review process
- Board of director self-evaluation process
- Updating the board calendar
- Program Planning
- Information Management
- Human Resources
- Volunteers
- Finances
- Communication Policies
- Insurance
- Legal
- Facility Policies

Executive Leadership Development, Evaluation and Compensation

The Board of Directors and Management team is encouraged to become educated on topics regarding the Destination Marketing Industry, especially best practice, new trends and information that will assist the CVB in maximizing its effectiveness and influence.

In addition to annual reviews of the board, each board member should take an annual self-evaluation survey in order to gauge individual effectiveness.

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The Executive Director shall be reviewed by the Executive Committee in December annually. The committee shall refer to the six core competencies of Planning, Revenue, Administration, Board Relations, Communications / Public Relations, and Financial Management correlated with the Objectives and Critical Actions set forth by the Board of Directors.

Compensation shall be based on performance, best practice, comparable DMO & CVB markets and other factors. Other incentives may be set forth after review is completed such as bonuses, contract, pay and benefit increases or other factors.

Members of the Executive Board,

We are asking to meet with you out of a deep commitment to the long-term stability and success of Visit Wausau. Our goal is to work collaboratively with you to support the organization and ensure it effectively serves our entire community.

While we recognize positive developments—particularly in our growing digital footprint and positive feedback from hosted groups—we are requesting this meeting to formally share critical operational concerns that threaten our shared mission.

The Core Operational Issue: Sales vs. Restructuring

The restructuring following recent staff changes has eliminated the most critical element required for driving "heads in beds": active, boots-on-the-ground sales, travel, and event attendance. Our current organizational structure must not negate this essential function. When this gap was brought to Executive Director Tim White's attention, his solution was to have our hoteliers return to our municipalities for additional funding to hire a sales position. However, historically, this vital outreach was successfully achieved with the exact same staffing levels.

Key Areas of Concern

Beyond this core structural issue, we request the board's attention regarding the following operational matters:

- **Accountability & Leadership:** There is a critical lack of clear goals, defined expectations, and professional accountability. Communication has frequently been dismissive & negative, including a recent explosive response during a Rothschild meeting. We have received feedback about awkward/inappropriate comments made directly to a client. Difficulty with follow through communication & action.

Tim is paid well for his expertise and should be driving new ideas and initiating change as needed.

- **Lack of Inclusivity & Transparency:** We were excluded from a major digital campaign. We were previously told this program operated on a rotating calendar for all members, yet **none of us** were informed or contacted to participate.
- **Bias & Group Steering:** There are documented concerns regarding bias in vetting and steering groups to specific properties, an issue that has been acknowledged by a hotelier and a specific group.

- **Institutional Knowledge & Region Advocacy:** There is a noticeable lack of education and advocacy regarding Wausau's key assets, including our local hotels, the Central Wisconsin Expo Center, and the Turner Center.
- **Strategic Imbalance:** The continuous, near-exclusive focus on outdoor sports is highly limited for a Wisconsin winter market. While it yields some results, it leaves significant revenue on the table.
- **Missed Opportunities & Administration:** There is a lack of proactive RFP fulfillment—even for existing major local events — and a lack of clarity regarding who is actively pursuing RFP, writing grants, bidding on opportunities.

Formal Request

Given the severity of these operational and leadership concerns, **we respectfully request that the board initiate a formal review of** Visit Wausau's structure and performance or allocate dedicated time during today's executive session to address these issues.

Thank you for your time, your leadership, and your continued oversight.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

CVB Mission and Vision Statements

Mission Statement: CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

CVB Vision Statement: CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

Outcome Statements:

1. Stakeholder support – CVB pursues strategic cooperative working relationships. Regional municipal governments, community groups and volunteers enthusiastically support CVB and are rewarded by the organization's success.
2. Stakeholder Experience – Tourism oriented businesses and volunteer organizations experience growth and are prospering from the CVB's success.
3. Destination Development – The Wausau area region is recognized for its excellent tourism opportunities and quality of services as evidenced by the number of visitors who travel to the area from tourism and report great satisfaction with their experience.
4. Financial Success – CVB is financially stable and self-sustaining, generating the return on investment needed to aggressively promote the region, grow sponsorships and continued development of the region's tourism opportunities.
5. Brand Differentiation – CVB establishes a distinctive brand which strategically differentiates the Wausau regions communities from competing alternatives.
6. Technology Sophistication – CVB is an early adopter of technology continuously improving communication capabilities, using best practices, and experiencing increased activity and results.
7. Future Oriented – CVB anticipates the future, and leads in marketing preparedness, assisting its stakeholders to be successful in a changing environment.



SERVING ATHENS, RIB MOUNTAIN, ROTHSCHILD, SCHOFIELD, WAUSAU & WESTON

2023 CVB Critical Issues:

#1 Critical Issue – Establish CVB Board of Directors Board Policies and Governance participation and leadership, and define relationship with Executive Director.

#2 Critical Issue – Facility needs clarification/development. Determine the need for a visible tourism center facility based upon the changing environment, decide upon the future of the currently owned facility. Think about client usage, not how you want it.

#3 Critical Issue – Establish and grow consistent financial support for CVB.

#4 Critical Issue – Develop a future strategy for the Sports Authority organization including fiscal independence, organization governance including Board and advisory Committee(s)

#5 Critical Issue – Development and communication of a strategic community distinction/competitive differentiation position based upon Wausau regional community attributes and quality of services. (Forget “Time is on your side”).

#6 Critical Issue – Enhance CVB community visibility and recognition as the region’s premier tourism marketing organization.

#7 Critical Issue – Develop website capabilities with a futuristic design and capabilities.

On the Sports Authority, take a look at the attached:

1. Informal Action of the Board of Directors . These “consent resolutions” approve the Amended and Restated Articles of Incorporation and Bylaws. Please confirm that the Board of Directors listed is correct (see the signature page). That should match up with the board of the DMO and the Sports Authority but let me know if there have been any changes (e.g., is the Sports Authority board now different?).
2. Amended and Restated Articles of Incorporation. Attached as Exhibit A. Let me know if you have any questions as you look these over. This is the document that effectuates the name change to Northwoods Sports & Outdoor Recreation Alliance, Inc.
3. Amended and Restated Bylaws. Attached as Exhibit B to the consent resolutions. These are pretty standard fare for a non-stock corporation like this.

If the documents are acceptable, we can forward them via DocuSign for execution. To do so, we will need email addresses for each member of the Board of Directors. Let me know if that is doable.

Matt Rowe
Ruder-Ware

INFORMAL ACTION TAKEN BY THE BOARD OF DIRECTORS
OF
WAUSAU/CENTRAL WISCONSIN SPORTS AUTHORITY, INC.
PURSUANT TO SECTION 181.0821 OF THE WISCONSIN STATUTES
SEPTEMBER 8, 2026

The undersigned, being all of the members of the Board of Directors of Wausau/Central Wisconsin Sports Authority, Inc. (the “Corporation”), a Wisconsin non-stock corporation, as constituted on September 8, 2026 hereby consent to the following actions and resolutions pursuant to Section 181.0821 of the Wisconsin Statutes, to have the same force and effect as if the same had been unanimously adopted at a special meeting of the Board of Directors duly called and held on the 8th day of September 2026.

Amended and Restated Articles of Incorporation

RESOLVED, that the Amended and Restated Articles of Incorporation, in substantially the form as presented to the Board of Directors and attached as Exhibit A, are hereby approved.

FURTHER RESOLVED, that Timothy White in his capacity as President of the Corporation is hereby authorized and directed to execute and file the Amended and Restated Articles of Incorporation with the Wisconsin Department of Financial Institutions.

FURTHER RESOLVED, that the officers are hereby authorized to take all further action and to execute all further documents and instruments as the officers, in their sole discretion, deem advisable, appropriate, or necessary to carry out the intent and to accomplish the purpose of these resolutions.

Amended and Restated Bylaws

RESOLVED, that the Amended and Restated Bylaws dated as of September 8, 2026, a copy of which are attached as Exhibit B are hereby approved and adopted as the form of Bylaws of the Corporation and supersede and replace any prior Bylaws of the Corporation.

This consent may be executed simultaneously in two or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. A facsimile or electronic signature shall be deemed to be an original signature for the purpose of this consent.

[Signature Page Follows]

Nick Patel

Tim Van de Yacht

Steven M. Krahn

Sean Wright

Joan Joss

Ryan Vandewalle

Timothy White

Jamie Polley

Marc Kettleson

Eric R. Johnson

Bob Lamovec

Jahn Martin

Liz Brodek-Wendt

Allen Opall

Gaylene Rhoden

Doug Diny

Hooshang Zeyghami

Exhibit A

Amended and Restated Articles of Incorporation

See attached

AMENDED AND RESTATED ARTICLES OF INCORPORATION
OF
WAUSAU/CENTRAL WISCONSIN SPORTS AUTHORITY, INC.

The following Amended and Restated Articles of Incorporation of Wausau/Central Wisconsin Sports Authority, Inc. (the “Corporation”), duly adopted pursuant to the authority and provisions of Chapter 181 of the Wisconsin Statutes, supersede and take the place of the existing Articles of Incorporation and any amendments thereto.

Article 1. Name. The name of the Corporation is Northwoods Sports & Outdoor Recreation Alliance, Inc.

Article 2. Organization. The Corporation is organized under Ch. 181 of the Wisconsin Statutes.

Article 3. Period of Existence. The period of existence of the Corporation shall be perpetual.

Article 4. Purpose of Corporation. The Corporation is organized exclusively for charitable, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.

Article 5. Status and Activities. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable to its trustees, officers, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth

in the purpose clause hereof. No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the Corporation shall not carry on any other activities not permitted to be carried on (a) by an organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future federal tax code.

The Corporation shall not engage in any act of self-dealing as defined in Section 4941(d) of the Internal Revenue Code, or the corresponding section of any future federal tax code; nor retain any excess business holdings as defined in Section 4943(c) of the Internal Revenue Code, or the corresponding section of any future federal tax code; nor make any investments in a manner as to incur tax liability under Section 4944 of the Internal Revenue Code, or the corresponding section of any future tax code; nor make any taxable expenditures as defined in Section 4945(d) of the Internal Revenue Code, or the corresponding section of any future federal tax code. The Corporation shall distribute its income for each tax year at a time and in a manner as not to become subject to the tax on undistributed income imposed by Section 4942 of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Article 6. Membership. The Corporation shall have no members.

Article 7. Distributions. The Corporation is authorized to make distributions under Section 181.1302(3) and 181.1302(4), Wis. Stats.

Article 8. Management. The affairs of the Corporation shall be managed by a Board of Directors which shall consist of such number of Directors as shall be fixed by the Bylaws as from time to time amended, but not less than three (3). The Board of Directors shall carry out the purpose of the Corporation in compliance with its Articles of Incorporation and Bylaws. The manner of selection and the terms of office of Directors shall be provided by the Bylaws as from time to time amended.

Article 9. Dissolution. In the event of dissolution, any remaining assets shall be distributed to organizations organized and operating exclusively for charitable, educational, or scientific purposes, as shall at that time qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code.

Article 10. Principal Office. The principal office is located in Marathon County, Wisconsin. The address of the principal office is P.O. Box 1486, Wausau, Wisconsin 54402.

Article 11. Registered Agent. The name of the Corporation's registered agent is RW Corporate Services, LLC, and the e-mail address is rwcorp@ruderware.com. The address of the Corporation's registered agent is 500 North First Street, Suite 8000, Wausau, Wisconsin 54403.

Article 12. Incorporator. The name and address of the incorporator of the Corporation is Timothy White, P.O. Box 1486, Wausau, Wisconsin 54402.

CERTIFICATE

This is to certify that the foregoing Amended and Restated Articles of Incorporation were duly adopted by the Board of Directors and do not contain any amendment to the Articles of Incorporation requiring approval by any other person other than the Board of Directors.

Executed as of the date set forth below.

Timothy White, President

Date: _____

Drafted By:
Matthew D. Rowe, Esq.
Ruder Ware, L.L.S.C.

Return To:
Cindy M. Dahlke, Paralegal
Ruder Ware, L.L.S.C.
cdahlke@ruderware.com

Exhibit B

Amended and Restated Bylaws

See attached

AMENDED AND RESTATED BYLAWS
OF
NORTHWOODS SPORTS & OUTDOOR RECREATION ALLIANCE, INC.
DATED SEPTEMBER 8, 2026

BYLAW I. IDENTIFICATION

Section 1.01. Name. The name of this Corporation is Northwoods Sports & Outdoor Recreation Alliance, Inc. (the “Corporation”).

Section 1.02. Principal Office. The principal office of the Corporation shall be located in the City of Wausau, County of Marathon, State of Wisconsin. The Corporation may have such other offices, either within or without the State of Wisconsin, as the Board of Directors may designate or as the business of the Corporation may require from time to time.

Section 1.03. Registered Agent and Office. The registered office of the Corporation required by the Wisconsin Nonstock Corporation Law to be maintained in the State of Wisconsin may be, but need not be, identical with the principal office in the State of Wisconsin, and the address of the registered office may be changed from time to time by the Board of Directors, or by the registered agent. The business office of the registered agent of the Corporation shall be identical to such registered office.

BYLAW II. MEMBERS OF THE CORPORATION

The Corporation shall have no members and shall be managed by its Board of Directors.

BYLAW III. STATEMENT OF PURPOSE

This Corporation is organized and shall be operated for any and all lawful purposes authorized by Chapter 181 of the Wisconsin Statutes as limited herein. The organization is organized exclusively for charitable, educational, religious, scientific or literary purposes or for testing for public safety, fostering national or international sports competition, or the prevention of cruelty to children or animals within the meaning of Section 501(c)(3) of the Internal Revenue Code or the corresponding provision of any future United States internal revenue law. In fulfillment of such purposes, the Corporation may exercise any and all powers not incompatible with such purposes granted to a corporation under the Wisconsin Nonstock Corporation Law. The organization shall be organized and operated as a tax-exempt entity under federal and Wisconsin income, gift and estate tax laws.

In addition, in furtherance but not in limitation thereof:

The Corporation shall not carry-on propaganda or otherwise attempt to influence legislation except as an insubstantial part of its activities. The Corporation shall not engage in any transaction or permit any act or omission which shall operate to deprive it of its tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. The Corporation shall not in any manner or to any extent participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for public office; nor shall it engage in any "prohibited transaction" as defined in Section 503(b) of the Internal Revenue Code of 1986, as amended. In the event of dissolution or liquidation of the Corporation, any assets then remaining shall be distributed among such other organizations as shall qualify at the time as exempt organizations described in Internal Revenue Code Section 501(c)(3) as the Board of Directors shall determine, such assets to be used for purposes consistent with those described in the immediately preceding paragraph.

No part of the net earnings of the Corporation shall inure to the benefit of, or be distributed to, its directors, officers, or any other private individual, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purpose set forth in this Bylaw III.

BYLAW IV. BOARD OF DIRECTORS

Section 4.01. General Powers and Number. The business and affairs of the Corporation shall be managed by its Board of Directors. The number of directors of the Corporation shall be not more than fifteen (15) nor less than five (5). The Board of Directors shall fix the exact number of directors, within the minimum and maximum limitation, from time to time. Each director shall hold office until the next annual meeting of the Board of Directors of the Corporation. Members of the Board of Directors shall be elected for a one year term. Members of the Board of Directors may serve two consecutive terms.

Section 4.02. Nomination of Directors. At the annual meeting of the Board of Directors, the then members of the Board of Directors of the Corporation shall meet for the purpose of electing successors to directors whose terms are then to expire and for the purpose of electing new directors. Nominations for directors shall be made by a nominating committee. Nominations may also be made by any member of the Board of Directors who is present, in person.

Section 4.03. Qualification/Removal From and Resignation of Office. Each director shall be an individual. A director may be removed from office by affirmative vote of a majority of the members of the Board of Directors entitled to vote for the election of such director, such vote to be taken at a special meeting of the members of the Board of Directors of the Corporation called for that purpose. A director may resign at any time by filing his or her written resignation to the presiding officer of the Board of Directors or to the President or Secretary. Directors need not be residents of the State of Wisconsin.

Section 4.04. Annual Meeting. The annual meeting of the Board of Directors of the Corporation shall be held in the last quarter of each calendar year, at such time and place as may

be designated by the Board of Directors, for the purpose of electing directors and for the transaction of such other business as may come before the meeting. If the election of directors shall not be held on the day herein designated for any annual meeting or at any adjournment thereof, the Board of Directors shall cause the election to be held at a special meeting to be scheduled as soon thereafter as may be convenient.

Section 4.05. Regular Meetings. The Board of Directors may provide by resolution the time and place, either within or without the State of Wisconsin, for the holding of regular meetings of the Board of Directors without notice other than such resolution. Additionally, the Board of Directors may elect to hold any regular meeting via telephone, videoconference, or other electronic means.

Section 4.06. Special Meetings. Special meetings of the Board of Directors may be called by or at the request of the President, Secretary, or any two (2) directors. The President or Secretary calling any special meeting of the Board of Directors may fix any place, either within or without the State of Wisconsin, as the place for holding any special meeting of the Board of Directors called by them. Additionally, officer or director calling any special meeting may elect to hold any meeting via telephone, videoconference, or other electronic means and, if no other place is fixed, the place of meeting shall be the principal business office of the Corporation as stated in Section 1.02 of Bylaw I of these Bylaws.

Section 4.07. Notice of Meeting. Notice of any special meeting shall be given at least forty-eight (48) hours previously thereto by written notice delivered either personally or mailed or given by e-mail to each director at his or her business address or at such other address as such director shall have designated in writing filed with the Corporation. If mailed, such notice shall be deemed to be delivered three (3) business days after being deposited in the United States mail so addressed, with postage prepaid thereon. If notice is given by e-mail, such notice shall be deemed to be delivered when the e-mail is sent.

Section 4.08. Waiver of Notice of Meeting. Whenever any notice is required to be given to any director of the Corporation under the Articles of Incorporation or these Bylaws or any provision of law, a waiver thereof in writing signed at any time, whether before or after the time of meeting, by the director entitled to such notice and filed with the minutes or the corporate records, shall be deemed equivalent to the giving of such notice. The attendance of a director at a meeting shall constitute a waiver of notice of such meeting, except where a director attends a meeting and objects thereto to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting.

Section 4.09. Quorum. Except as otherwise provided by law or by the Articles of Incorporation or these Bylaws, a majority of the number of directors set forth in Section 4.01, Bylaw IV of these Bylaws, shall constitute a quorum for the transaction of business at any meeting of the Board of Directors, but a majority of the directors present (though less than such quorum) may adjourn the meeting from time to time without further notice. At such adjourned

meeting at which a quorum shall be present, any business may be transacted which might have been transacted at the meeting as originally notified.

Section 4.10. Manner of Acting. If a quorum is present, the affirmative vote of the majority of the directors present at the meeting shall be the act of the Board of Directors, unless the vote of a greater number is required by law or by the Articles of Incorporation or these Bylaws.

Section 4.11. Conduct of Meetings. The President, and in his or her absence any director chosen by the directors present, shall call meetings of the Board of Directors to order and shall act as Chairman of the meeting. The Secretary of the Corporation shall act as Secretary of all meetings of the Board of Directors, but in the absence of the Secretary, the presiding officer may appoint any Assistant Secretary or any director or other person present to act as Secretary of the meeting.

Section 4.12. Voting. Each director shall be entitled to one (1) vote upon each matter submitted to a vote of the Board of Directors.

Section 4.13. Vacancies. Any vacancy occurring in the Board of Directors, including a vacancy created by an increase in the number of directors, may be filled until the next succeeding annual election by the affirmative vote of a majority of the directors then in office, though less than a quorum of the Board of Directors; provided, however, that a director elected to fill such a vacancy shall be elected for the unexpired term of his or her predecessor in office and until the election of his or her successor.

Section 4.14. Compensation. The Board of Directors shall serve without compensation.

Section 4.15. Presumption of Assent. A director of the Corporation who is present at a meeting of the Board of Directors or a committee thereof of which he or she is a member at which action on any corporate matter is taken shall be presumed to have assented to the action taken unless his or her dissent shall be entered in the minutes of the meeting or unless he or she shall file his or her written dissent to such action with the person acting as the Secretary of the meeting before the adjournment thereof or shall forward such dissent by registered mail to the Secretary of the Corporation immediately after the adjournment of the meeting. Such right to dissent shall not apply to a director who voted in favor of such action.

Section 4.16. Action Without Meeting. Any action required or permitted by the Articles of Incorporation or these Bylaws or any provision of law to be taken by the Board of Directors at a meeting or by resolution may be taken without a meeting if a consent in writing, setting forth the action so taken, shall be signed by all of the directors then in office.

Section 4.17. Indemnity of Officers and Directors. The officers and directors of the Corporation shall be indemnified as provided by the Wisconsin Statutes.

BYLAW V. OFFICERS

Section 5.01. Number and Titles. The principal officers of the Corporation shall be a President, one (1) or more Vice Presidents, a Secretary, and a Treasurer, each of whom shall be elected by the Board of Directors. Such other officers and assistant officers as may be deemed necessary may be elected or appointed by the Board of Directors. Any two (2) or more offices may be held by the same person, except the offices of President and Secretary and the offices of President and Vice President.

Section 5.02. Election and Term of Office. The initial officers of the Corporation shall be elected by the Board of Directors at their first meeting for a term expiring on the date their successors are elected. Thereafter, the officers of the Corporation to be elected by the Board of Directors shall be elected annually by the Board of Directors at its regular meeting. If the election of officers shall not be held at such meeting, such election shall be held at a special meeting of the Board of Directors to be scheduled as soon thereafter as may be convenient. Each officer shall hold office until his or her successor shall have been duly elected or until his or her death, resignation or removal.

Section 5.03. Removal From and Resignation of Office. Any officer or agent may be removed from office for any reason whatsoever, with or without cause, by action of the Board of Directors, but such removal shall be without prejudice to the contract rights, if any, of the person so removed. Election or appointment shall not of itself create contract rights. Any officer may resign at any time by giving written notice to the Board of Directors, the President or the Secretary. Any such resignation shall take effect at the time the notice of resignation is delivered, unless the notice specifies a later effective date.

Section 5.04. President. The President shall be the principal executive officer of the Corporation and, subject to the control of the Board of Directors, shall, in general, supervise and control all of the business and affairs of the Corporation. The President shall, when present, preside at all meetings of the Board of Directors. The President shall have authority, subject to such rules as may be prescribed by the Board of Directors, to appoint such agents and employees of the Corporation as he or she shall deem necessary, to prescribe their powers, duties and compensation, and to delegate authority to them. Such agents and employees shall hold office at the discretion of the President. The President shall have authority to sign, execute and acknowledge, on behalf of the Corporation, contracts or other instruments necessary or proper to be executed in the course of the Corporation's regular business, or which shall be authorized by resolution of the Board of Directors; and, except as otherwise provided by law or the Board of Directors, he or she may authorize any Vice President or other officer or agent of the Corporation to sign, execute and acknowledge such documents or instruments in his or her place and stead. The President shall, in general, perform all duties incident to the office of President and such other duties as may be prescribed by the Board of Directors from time to time.

Section 5.05. Vice President. In the absence of the President or in the event of his or her death, resignation, removal, disqualification, inability or refusal to act, or in the event for any reason it shall be impracticable for the President to act personally, the Vice President (or in the

event there be more than one Vice President, the Vice Presidents in the order designated by the Board of Directors, or in the absence of any designation, then in the order of their election) shall perform the duties of the President, and when so acting, shall have all the powers of and be subject to all the restrictions upon the President. The Vice President shall perform such other duties and have such authority as from time to time may be delegated or assigned to him or her by the President or by the Board of Directors. The execution of any instrument of the Corporation by any Vice President shall be conclusive evidence, as to third parties, of his or her authority to act in the stead of the President.

Section 5.06. Secretary. The Secretary shall: (a) keep the minutes of the meetings of the Board of Directors in one or more books or electronic media provided for that purpose; (b) see that all notices are duly given in accordance with the provisions of these Bylaws or as required by law; (c) be custodian of the corporate records; (d) keep or arrange for the keeping of a register of the post office address of each member of the Board of Directors of the Corporation which shall be furnished to the Secretary by such member; (e) sign, as Secretary, documents and instruments authorized by the Board of Directors; and (f) in general, perform all duties incident to the office of Secretary and have such other duties and exercise such authority as from time to time may be delegated or assigned to him or her by the President or by the Board of Directors.

Section 5.07. Treasurer. The Treasurer shall: (a) have charge and custody of and be responsible for all funds and securities of the Corporation; (b) receive and give receipts for moneys due and payable to the Corporation from any source whatsoever and deposit all such moneys in the name of the Corporation in such banks, financial institutions, trust companies, or other depositories as shall be selected in accordance with the applicable provisions of these Bylaws; and (c) in general, perform all of the duties incident to the office of Treasurer and have such other duties and exercise such other authority as from time to time may be delegated or assigned to him or her by the President or by the Board of Directors. If required by the Board of Directors, the Treasurer shall give a bond for the faithful discharge of his or her duties in such sum and with such surety or sureties as the Board of Directors shall determine.

Section 5.08. Other Assistants and Acting Officers. The Board of Directors shall have the power to appoint any person to act as assistant to any officer, or as agent for the Corporation in his or her stead, or to perform the duties of such officer whenever for any reason it is impracticable for such officer to act personally, and such assistant or acting officer or other agent so appointed by the Board of Directors shall have the power to perform all the duties of the office to which he or she is so appointed to be assistant, or as to which he or she is so appointed to act, except as such power may be otherwise defined or restricted by the Board of Directors.

Section 5.09. Vacancies. A vacancy in any principal office because of death, resignation, removal, disqualification, or otherwise shall be filled by the Board of Directors for the unexpired portion of the term. A vacancy in any other office, as created under Section 5.01 of this Bylaw V, because of death, resignation, removal, disqualification or otherwise, may be filled by the Board of Directors for the unexpired portion of the term. An officer elected to fill any vacancy in any principal or other office pursuant to this Section 5.09 of Bylaw V of these

Bylaws shall be elected for the unexpired term of his or her predecessor in office and until the election of his or her successor.

Section 5.10. Compensation. No officer of the Corporation shall receive any salary or anything of pecuniary value from the Corporation for performing services as an officer but may be reimbursed for actual expenses in connection therewith.

BYLAW VI. CONFLICT OF INTEREST

Section 6.01. Conflict Defined. A conflict of interest may exist when the interests or activities of any director, officer, or staff member may be seen as competing with the interests or activities of this Corporation, or the director, officer, or staff member derives a financial or other material gain as a result of a direct or indirect relationship.

Section 6.02. Disclosure Required. Any possible conflict of interest shall be disclosed to the Board of Directors by the person concerned, if that person is a director or the President of the Corporation, or to the President, or to such person or persons as he or she may designate, if the person is a member of the staff.

Section 6.03. Abstinance From Vote. When any conflict of interest is relevant to a matter requiring action by the Board of Directors, the interested person shall call it to the attention of the Board of Directors or its appropriate committee and such person shall not vote on the matter; provided, however, any director disclosing a possible conflict of interest may be counted in determining the presence of a quorum at a meeting of the Board of Directors.

Section 6.04. Absence From Discussion. Unless requested to remain present during the meeting, the person having the conflict shall retire from the room in which the Board of Directors is meeting and shall not participate in the final deliberation or decision regarding the matter under consideration. However, that person shall provide the Board of Directors with any and all relevant information.

Section 6.05. Minutes. The minutes of the meeting of the Board of Directors shall reflect that the conflict of interest was disclosed and that the interested person was not present during the final discussion or vote and did not vote. When there is doubt as to whether a conflict of interest exists, the matter shall be resolved by a vote of the Board of Directors, excluding the person concerning whose situation the doubt has arisen.

Section 6.06. Annual Review. A copy of this conflict-of-interest Bylaw shall be furnished to each director, officer, and senior staff member who is presently serving the Corporation, or who may hereafter become associated with the Corporation. This policy shall be reviewed annually for the information and guidance of directors, officers, and staff members. Any new directors, officers, or staff members shall be advised of this policy upon undertaking the duties of such office.

BYLAW VII. COMMITTEES

The Board of Directors may appoint any committees it deems necessary to properly carry on the business of the Corporation and shall fix the number, terms of office and duties of their respective members; provided, however, that any such committee shall have a minimum of three (3) members. These committees are to be used to study certain facets of the total operation of the Corporation and make recommendations to the Board of Directors for action. The Board of Directors shall appoint as members of such committees any persons felt best qualified by the Board of Directors to serve on the specified committee. The Board of Directors shall designate one of the members of each such committee as its chairperson for such period of time as shall be established and revised, from time to time, by the Board of Directors. Any such committee may be discharged at any time by the Board of Directors from further consideration of any matter previously submitted to it for study.

BYLAW VIII. TAX EXEMPTION AND DISSOLUTION

Section 8.01. Tax Exemption Considerations. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributed to, its directors, officers or other private individuals, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purpose set forth in Article III of its Articles of Incorporation. No substantial part of the activities of the Corporation shall consist of direct or indirect participation or intervention in political campaigns on behalf of or in opposition to any candidate for public office or carrying on propaganda or otherwise attempting to influence legislation. Notwithstanding any other provisions of these Bylaws, the Corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended, or (b) by Corporation contributions which are deductible under Section 170(c)(2) of the Internal Revenue Code of 1986, as amended.

Section 8.02. Corporation Dissolution. In the event of voluntary or involuntary dissolution or liquidation of the Corporation, any remaining assets of the Corporation shall be distributed to, or for the benefit of, such organization or organizations designated by the Board of Directors as are then qualified as exempt organizations under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended.

BYLAW IX. CONTRACTS AND FINANCES

Section 9.01. Contracts. The Board of Directors may authorize any officer or officers, agent or agents, to enter into any contract or execute or deliver any instrument in the name of and on behalf of the Corporation, and such authorization may be general or confined to specific instances. In the absence of other designation, all deeds, mortgages and instruments of assignment or pledge made by the Corporation shall be executed in the name of the Corporation by the President or one of the Vice Presidents and by the Secretary, an Assistant Secretary, the Treasurer or an Assistant Treasurer; and when so executed no other party to such instrument or

any third party shall be required to make any inquiry into the authority of the signing officer or officers.

Section 9.02. Loans. No indebtedness for borrowed money shall be contracted on behalf of the Corporation and no evidence of such indebtedness shall be issued in its name unless authorized by or under the authority of a resolution of the Board of Directors. Such authorization may be general or confined to specific instances.

Section 9.03. Checks, Drafts, etc. All checks, drafts or other orders for the payment of money, notes, or other evidence of indebtedness issued in the name of the Corporation, shall be signed by such officer or officers, agent or agents of the Corporation and in such manner as shall from time to time be determined by or under the authority of a resolution of the Board of Directors.

Section 9.04. Deposits. All funds of the Corporation not otherwise employed shall be deposited from time to time to the credit of the Corporation in such banks, financial institutions, trust companies or other depositories as may be selected by or under the authority of a resolution of the Board of Directors.

Section 9.05. Contributions, Gifts, Bequests, or Devices. Financial support of the Corporation shall be derived from gifts, contributions, grants, bequests or devises. The President may approve a contribution up to \$5,000 without prior approval from the Board of Directors. The Board of Directors may accept on behalf of the Corporation any contribution, gift, bequest, or device for the general purposes or for any special purpose of the Corporation.

Section 9.06. Special Funds. If deemed necessary or advisable by the Board of Directors, special funds may be raised.

BYLAW X. FISCAL YEAR

The fiscal year of the Corporation shall begin on the first (1st) day of January and end on the thirty-first (31st) day of December in each year.

BYLAW XI. SEAL

The Corporation shall not have a corporate seal.

BYLAW XII. NONDISCRIMINATION

The Corporation shall not discriminate on the basis of race, color, and national and ethnic origin in administration of its purpose as set forth in Bylaw III of these Bylaws.

BYLAW XIII. AMENDMENTS

Section 13.01. By Directors. These Bylaws may be altered, amended, or repealed and new Bylaws may be adopted by the Board of Directors by affirmative vote of a majority of the members of the Board of Directors of the Corporation in good standing present in person or represented by proxy at any meeting at which a quorum is in attendance.

Section 13.02. Implied Amendments. Any action taken or authorized by the Board of Directors, that would be inconsistent with the Bylaws then in effect but is taken or authorized by an affirmative vote of not less than the number of directors required to alter, amend, or repeal the Bylaws so that the Bylaws would be consistent with such action, shall be given the same effect as though the Bylaws had been temporarily altered, amended, repealed, or suspended so far, but only so far, as is necessary to permit the specific action so taken or authorized.