



## WCWCVB October 29, 2025 Special Board Meeting

Granite Peak  
227200 Snowbird Ave  
Wausau, WI 54401

### In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available  
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. Discussion and Review of Strategic Plan & Critical Actions | Polley/White |
| 4. Unfinished Business                                        | Polley       |
| 5. Committee Reports                                          | Polley       |
| 6. Announcements or Requests                                  | Polley       |
| 7. Next Meeting Date:                                         | Polley       |
| a. December 3, 2025?                                          |              |
| 8. Adjourn Meeting                                            | Polley       |

**Microsoft Teams** [Need help?](#)

**[Join the meeting now](#)**

Meeting ID: 286 429 706 473 7

Passcode: sr7Md7Fi

# Visit Wausau Board Strategic Planning Prep Sheet

## Purpose

As stewards of Visit Wausau’s mission and future direction, board members play a vital role in reviewing and shaping our next stage of strategic priorities. This session will revisit our Mission, Vision, Outcome Statements, and Critical Action Areas to ensure they still align with where the organization—and the Greater Wausau region—are heading.

## Our Current Foundation

**Mission:** Provide resources, marketing, and leadership that foster excellent visitor experiences and position our region as a destination community.

**Vision:** Be the premier tourism marketing organization developing the Greater Wausau Region as an outstanding destination.

**Key Outcomes:** Stakeholder support and prosperity, destination development, financial sustainability, brand differentiation, technological sophistication, and future readiness.

**2023 Critical Issues:** Governance structure, facility strategy, financial stability, Sports Authority independence, brand distinction, visibility, and advanced website capabilities.

## What to Think About Before the Meeting

- **1. Mission & Vision** – Do our Mission and Vision still reflect our purpose and aspirations as “Wisconsin’s Basecamp”? Should they speak more directly to community pride, resident engagement, or economic impact?
- **2. Outcomes** – Which of our outcome statements feel achieved or need new metrics? Are there outcomes missing—such as workforce attraction, sustainability, or inclusion?
- **3. Critical Action Areas** – Which 2023 Critical Issues are now resolved, evolving, or still relevant? What new challenges or opportunities (AI, short-term rentals, municipal contracts, outdoor recreation, arts partnerships) should rise to “critical” status for 2026–2028?
- **4. Board Role & Governance** – How can the board better champion Visit Wausau’s initiatives across municipalities and partners? What practices will strengthen our accountability and transparency as a nonprofit DMO?

## Inspiration from Nonprofit Strategy Best Practices

“A strategic plan isn’t a document—it’s a process of disciplined conversations about what matters most.” – BoardSource

“Boards add the greatest value when they look up and out—beyond today’s operations to tomorrow’s possibilities.” – Harvard Business Review on Boards

Consider: Are we bold enough in our goals, and are we measuring what really moves the needle?

## Your Preparation Checklist

- Review current Mission, Vision, and Outcomes (attached).
- Reflect on your top two priorities for Visit Wausau over the next 3 years.
- Bring one idea to strengthen our brand, partnerships, or visitor experience.
- Come ready to listen, question, and co-create.



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**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.



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### **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.