

Agenda – July Meeting

July 20, 2026 / 6pm Location: Tower House

Targeted end time 7:30 pm

1. Procedural Items
 - a. Call to order
 - b. Roll call and introduction of guests
 - c. Approval of Board minutes from May 21 (SEE pages 2-3)
2. Park Updates
 - a. President
 - b. Executive Director, including staffing for upcoming winter season
 - c. Financial Report (Popovich)
 - d. Fundraising Committee/Capital Campaign (including discussion of the August 29th event)
3. New Business
 - a. Musical festival concept (Popovich)
 - b. Land Stewardship establishment resolution (Handrick) (SEE page 4)
 - c. Branding review and logo options (Johns)
 - d. Well: renewal or proceed in 2026? (Aldridge)
 - e. List of chalet needs to present to town (Handrick)
 - f. Staff requests/feedback on Tubing Hill Recommendation Report (Trantow/DeVries)

Note: The report is attached to the email in which this agenda was sent

PORTFOLIO REVIEW (there were no portfolio items requested to be discussed. If you have an update on any of these, please speak up at this time)

1. Portfolio Review – *(If there is nothing new to report, that's fine)*
 - a. Other Improvements and events
 - East Entrance restroom (Aldridge)
 - Tower House ops plan/marketing/pricing (Trantow)
 - Informational kiosk near chalet (Popovich)
 - Ice-in contest (Handrick)
 - Dryland Dog Race (Metzger)
 - MFL logging (Aldridge)
 - b. Procedure / Planning
 - Emergency Management Procedures (Popovich)
 - Centralized digital storage (Popovich)
 - Volunteer Procedures (Popovich)
 - Bike trail usage development (Trantow)
 - Chalet card reader access (Kraly/Trantow)
 - Physical records room (Trantow)
 - Map local businesses (Trantow)
 - 5 year Strategic Plan
 - Radios and Repeater (Popovich)
 - Trail Maintenance Plan (Trantow)
 - Ski Jor trail (Trantow)
 - Org Chart (Handrick)
 - Star Link (Popovich)

ADJOURNMENT

Minutes – May Meeting

May 18, 2026 / 6pm Location: Minocqua Winter Park and Google Meet

2. Procedural Items
 - a. Meeting called to Order at 6:01pm by President Metzger
 - b. Roll call – Present: Metzger, Aldridge, Schoville, Johns, Colianni, Handrick, Popovich, Kraly. A quorum was present.
 - c. Motion by Aldridge, Second by Kraly to approval Board minutes from March 16 and April 27 and Annual Meeting of 4/27. Motion carried.
3. Park Updates – Reports were given by President, Executive Director, Treasurer and Secretary. No action was taken. The report from the Secretary was that Joe Sanfelippo had resigned from the Board.
4. Old Business
 - a. Annual Meeting Date was discussed – no action taken
 - b. Review of Board schedule through remainder of year was presented (below).

Agenda Item 3b – Board schedule through remainder of year

Below is our current schedule through the remainder of 2026:

- Monday, July 20
- Monday, September 21
- Monday, November 16
- Plus a special budget meeting, date TBD

5. New Business
 - a and b. Motion by Handrick to approve establishment and scope of Marketing and Communications Committee and Fundraising Committee and to approve membership of Land Stewardship Committee (SEE next page). Motion carried.
 - c. Raffle license discussed – no action taken
 - d. Non-winter revenue opportunities discussed – no action taken
6. Portfolio Review – updates on portfolio items was presented, no action taken.
7. Adjournment. Motion by Handrick to adjourn. Second by Johns. Motion carried.

Minocqua Winter Park
Marketing/Communications Committee
Draft 5/12/26

Overview

The Marketing/Communications Committee serves at the discretion of the Minocqua Winter Park Board of Directors and to support the Executive Director and her/his staff to develop and maintain consistent marketing materials and communications, protocols and standards.

The Committee will develop and oversee:

- Minocqua Winter Park's Brand and Brand Strategy;
- Minocqua Winter Park's Emergency Media Response protocol;
- Marketing strategies for capital and annual campaigns;
- Support of Board of Directors marketing/communications needs to include: document creation and management (conflict of interest documents, privacy policy, etc.), and branded items (name tags, business cards, etc.);
- Maintain BOD digital assets, to include logos and indicia, Brand Strategy, style guide, forms, and other institutional information such as BOD contact info, org charts, meeting agendas and minutes.

The Committee, at the discretion and review of the Executive Director, and in partnership with assigned staff and other Committees, will develop, maintain and execute:

- Establish workflow for marcom execution;
- Guidelines for the utilization of various communications platforms (SMS, email, website, flyers, direct mail, Facebook marketing, social posts);
- An updated media contact list;
- Public Relations services to include the creation and dissemination of press release announcements (events, news items, etc.);
- Targeted campaigns, as needed.

The Committee will hold regular meetings and communicate progress to the Board during scheduled BOD meetings, or more frequently as requested by the Board.

Minocqua Winter Park Foundation
Fundraising Committee
Drafted May 12, 2026

Overview

The Minocqua Winter Park Foundation Fundraising Committee serves at the discretion of the MWPF Board of Directors to help ensure the sustainability of the Park and responsibly build the Park's capacity.

The Fundraising Committee will create and implement targeted and ongoing campaigns to meet the development goals and initiatives set by the Board, and in partnership with the Minocqua Winter Park staff, as needed. Campaigns will include fundraising for operations, capital campaigns and program support. The Committee will hold regular meetings and communicate progress to the Board during scheduled BOD meetings, or more frequently as requested by the Board.

Current Committee Members

Kelly John, Chair
Ken Aldridge
Greg Poppovich
Chad Metzger
Joe Handrick
Ken Scoville
Nick Colianni
Linda Wrobel
John Wrobel

On Thu, May 7, 2026 at 11:16 AM Sara and David Kozeluh <dkozeluh@gmail.com> wrote:

Dear Board Members - The WP Board Establishment Resolution for the Land Stewardship Committee calls for annual reappointment of committee members. It has been several years since the Board has done so and I would request that the board take up this issue as an agenda item in the near future.

Current committee members are:

John Schwarzmann
Zeke Fashingbauer
Ken Aldridge
Dave Kozeluh, Chair

Resolution Establishing the Land Stewardship Committee Lakeland Ski Touring Foundation, Inc.
Minocqua Winter Park Tail Fund, Inc.

DRAFT Updated for approval by Minocqua Winter Park Foundation (MWPF) Board

The Board of Directors of the Minocqua Winter Park Foundation hereby establish a Land Stewardship Committee to advise the Board regarding land and trail use issues on the approximately 6500 acres upon which Minocqua Winter Park currently operates.

The Board will seek to select committee members with experience and knowledge in the areas described below. Comprised of both Board and non-Board members, the committee will be charged with monitoring activities and advising the Board and will have no authority to take action without the explicit approval of the Board of Directors.

1. The Committee shall monitor and ensure compliance with all contractual land and trail use agreements with government land owners (e.g., Wisconsin Department of Natural Resources and Board of Commissioners of Public Lands) and corporate land owners (e.g., Tomahawk Timberlands)
2. The Committee shall monitor and ensure compliance with the terms of all Trail Easements on private property.
3. The Committee shall monitor and ensure compliance with all landowner requirements and expectations in all "Permissive Use" trail agreements.
4. The Committee shall monitor and ensure compliance with the terms of the 2011 Conservation Easement on approximately 3200 acres of land held by Northwoods Land Trust.
5. The Committee shall monitor and ensure compliance with the terms of the 2011 Trail Management Agreement between MWPF and the owners of all twelve tracts within the Conservation Easement.
6. The Committee shall monitor and ensure compliance with Wisconsin Department of Natural Resources (DNR) Managed Forest Law (MFL) contracts on lands owned by Minocqua Winter Park Foundation.
7. The Committee shall monitor and ensure compliance with the terms and expectations of the Wisconsin DNR Knowles-Nelson Stewardship Program on lands purchased by MWPTF (now MWPF) under this grant.
8. The Committee shall make recommendations to the Board regarding MFL mandated and elective timber stand management ("logging") on lands within the Conservation Easement as well as on those owned by MWPF
9. The Committee shall make recommendations to the Board regarding potential withdrawal of lands owned by MWPF from the Property Tax Rolls and/or from the MFL Program.
10. The Committee will consist of three to six members, including at least one MWPF Board member, and will be chosen by vote of the MWPF Board each year, at the Board's first meeting following the annual Board of Directors election.
11. The Committee Chairperson will be chosen by the MWPF Board from amongst committee members. The Committee Chairperson and MWPF Board Representative are charged with reporting all activities and recommendations of the Committee to the MWPF Board.