

Minutes – May Meeting

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

1. 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.
2. 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.
3. 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

4. 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
5. Portfolio Review – updates on portfolio items was presented, no action taken.
6. 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 11:16AM 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