

EAST CENTRAL ITBEC TOURISM COMMITTEE

Wednesday, April 7, 2010

Kewaunee County Highway Department
Kewaunee, WI 54216

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Committee Chair Paul Sundquist called the meeting to order at 1:08 p.m.

ROLL CALL: Paul Sundquist, Winnebago County; Kelly Nieforth, Calumet County; and Matt Payette, Kewaunee County. **EXCUSED:** Arlene Schmuhl, Winnebago County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS PRESENT:** Bill Barribeau, Calumet County Board Chair.

APPROVAL OF JANUARY 7, 2010 MINUTES: Motion by PAYETTE, second by NIEFORTH, to approve the January 7, 2010 minutes. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Tourism Committee Chair Sundquist commented that Arlene Schmuhl had lost her re-election bid for County Supervisor. Ms. Schmuhl is a member of the Tourism Committee as a Citizen member appointment, so her election loss will not affect her Tourism Committee membership.

PROJECT DIRECTOR'S REPORT:

- a. Wisconsin Ability Network: Bill Korrer told the Committee that a CDBG application is being prepared and will be submitted through Juneau County. The Juneau County Economic Development Corporation will be the agent for the application. Contractor Darryl Mayfield has been in contact with a disability products coordinator with the Walmart Corporation to research possibilities for partners in the Wisconsin Ability Network system.
- b. ITBEC Conference: The Annual Statewide ITBEC Conference will be held in Lac du Flambeau on July 13 & 14, 2010.
- c. Northern Networks Conference: Northern Networks will be held in Fort Frances, Ontario September 15, 16, & 17, 2010. There is the possibility that a bus will be available for group transportation. It will likely be heading up from La Crosse through Superior. As additional information becomes available, it will be passed on.

- d. Wisconsin Way Update: Bill Korrer told the Committee that there was some renewed interest during the WCA's Legislative Exchange held in February, but nothing new has been announced at this time.

WEBSITE DEVELOPMENT UPDATE: Kelly Nieforth reported that the website development is essentially completed; however, like most websites, it will be constantly updated. The site is "smart phone" friendly which means it will download fully on the next generation of personal communication devices.

FINANCIAL REPORT: Bill Korrer told the Committee that there is a "on hand" balance of \$20,226.47. However, because of the dollars already designated for projects there is a negative balance of \$5,614.52. The primary reason is that there is a commitment for the final payment of \$12,000 for the *Discover Wisconsin* show under production.

DISCOVER WISCONSIN SHOW UPDATE: Sturgeon spearing on Lake Winnebago was filmed for the show and they got some great footage. With the changeover to the spring and summer seasons, filming for those scenes will begin soon.

FISHING GUIDE UPDATE: Kelly Nieforth said that she and Arlene are getting to work on the fishing guide now. Hopefully, it will be ready by the summer season. They are also working on some distribution options.

TOURISM PROJECTS UPDATE: The second printing of the *Unique Your Trip* brochure was just completed. All the other Tourism Committee projects were discussed as specific agenda items.

ITEMS FOR FUTURE AGENDA: Bill Korrer told the Committee he had been contacted by *On Wisconsin Outdoors* regarding their publication. The Committee directed this be included on the next agenda.

SET NEXT MEETING DATE: The next EastCentral ITBEC Tourism Committee meeting will be September 22, 2010 starting at 1:00 p.m. in Winnebago County.

ADJOURNMENT: Motion by NIEFORTH, second by PAYETTE, to adjourn at 2:10 p.m.
Motion carried.