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**EAST CENTRAL ITBEC TOURISM COMMITTEE
&
EAST CENTRAL ITBEC BUSINESS COMMITTEE
(Joint Meeting)**

Thursday, January 7, 2010

Calumet County Courthouse
Chilton, WI

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Committee Chair Paul Sundquist called the joint committee meeting to order at 1:24 p.m.

ROLL CALL: Paul Sundquist, Winnebago County; Matt Payette, Kewaunee County; and Kelly Nieforth, Calumet County. **EXCUSED:** Arlene Schmuhl, Winnebago County. **ABSENT:** Bill Roh, Winnebago County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS PRESENT:** Julie Heuvelman, Calumet County Director of Planning, Zoning and Land Information; and Jay Shambeau, Calumet County County Administrator.

Introductions were made around the room.

APPROVAL OF OCTOBER 6, 2009 MINUTES: Motion by NIEFORTH, second by PAYETTE, to approve the October 6, 2009 minutes. Motion carried.

CHAIR'S REMARKS: Chair Sundquist apologized for his late arrival because of the weather and thanked everybody for their patience. Today's weather made the trip from Oshkosh quite an adventure. Mr. Sundquist stated his belief that the East Central ITBEC has done a great job of bringing together common interests for the good of the group. Mr. Sundquist added that the regional cooperation concept of the ITBECs was years ahead for the thinking of the rest of the state.

LYNDA BRADSTREET
DIRECTOR OF ADMINISTRATION & FINANCE

JON HOCHKAMMER
DIRECTOR OF INSURANCE OPERATIONS

JOHN REINEMANN
LEGISLATIVE DIRECTOR

J. MICHAEL BLASKA
DIRECTOR OF PROGRAMS & SERVICES

MARK D. O'CONNELL, EXECUTIVE DIRECTOR

PROJECT DIRECTOR'S REPORT:

- a. Wisconsin Ability Network: Bill Korrer told the Committees that the Wisconsin Ability Network project continues to move forward. Dave Dumke recently met with Darryl Mayfield, the contractor heading up the project to plot out the 2010 strategy. The CBED grants have run their course and WAN will be exploring CDBG grants.
- b. Wisconsin Way Blueprint for Change: There isn't any new information on when the final two day- long roundtables for the Wisconsin Way will be held.
- c. Northern Networks Conference Update: The dates for the 2010 Northern Networks Conference will be September 15-17, 2010. The 2010 Conference will be in Fort Frances, Ontario, Canada. Fort Frances is the cross-border city to International Falls, Minnesota. Planning is underway.

FINANCIAL REPORT: Bill Korrer distributed copies of the current financial report to the Committees. Because of the commitment for the *Discover Wisconsin* show, there is a negative balance of \$19,254.17 for accounting purposes. The 2010 payment of \$12,000 and the 2011 payment of \$12,000 are entered on the spreadsheet, resulting in the negative balance. In addition, the 2010 dues statements have not been mailed yet; which when received will reduce the negative balance by \$15,000. If the 2010 and 2011 payments are subtracted from the spreadsheet, there would be a positive fund balance of \$4,745.53.

PROMOTIONAL ITEMS UPDATE: Kelly Nieforth told the Committees that most of the promotional items have been acquired. There are, however, just one or two loose ends to tie up.

DISCOVER WISCONSIN UPDATE: There was a meeting in Oshkosh with Greg Smith to discuss different themes for the show. The general theme will be fishing in the East Central ITBEC. *Discover Wisconsin* taped the Celebration of Lights in Oshkosh and is planning on filming sturgeon spearing this winter.

DISCUSSION/DECISION - FARM FRESH ATLAS 2010: Kelly Nieforth distributed information about the 2010 Farm Fresh Atlas of Eastern Wisconsin to the Committees. The Farm Fresh Atlas is a listing of locally grown and produced agriculture foodstuffs. The East Central ITBEC was a financial supported last year. The contribution allows the printing of additional copies for free distribution. Motion by NIEFORTH, second by PAYETTE, to allocate \$500 from the Business Committee Projects line item account to be designated for financial support of the 2010 Farm Fresh Atlas of Eastern Wisconsin. Motion carried.

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East Central ITBEC Tourism & Business Committee Minutes

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FISHING GUIDE UPDATE: Kelly Nieforth reminded the Committees about the objective of this project. The "Cruising Lake Winnebago" map is popular, but it is aimed at the recreational boater. The Fishing Guide project will be a similar format, but targeting fishermen. The map will be smaller and less expensive to print than the Cruising map. No matter the economy, fishing is a quick and simple escape for everybody.

TOURISM COMMITTEE PROJECTS UPDATE: Kelly Nieforth said that in addition to the projects discussed earlier, the Tourism Committee will be reprinting the "Unique Your Trip" brochure.

BUSINESS COMMITTEE PROJECTS UPDATE: There is nothing new to report from the Business Committee.

ITEMS FOR FUTURE AGENDA: Nothing was offered for the next agenda.

SET NEXT MEETING DATE: The next meeting will be April 7, 2010 in Kewaunee County starting at 1:00 p.m.

ADJOURNMENT: Motion by PAYETTE, second by NIEFORTH, to adjourn at 2:45 p.m.
Motion carried.