



22 EAST MIFFLIN STREET, SUITE 900
MADISON, WI 53703
TOLL FREE: 1.866.404.2700
PHONE: 608.663.7188
FAX: 608.663.7189
www.wicounties.org

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

Wednesday, May 27, 2009

Kewaunee County Highway Department
Kewaunee, WI 54216

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Committee Chair Paul Sundquist called the joint Tourism Committee & Business Committee to order at 1:00 p.m.

ROLL CALL: Tourism – Paul Sundquist and Arlene Schmuhl, Winnebago County. Business Committee – Bill Roh, Winnebago County. Tourism & Business Committee – Matt Payette, Kewaunee County; and Kelly Nieforth, Calumet County.

APPROVAL OF MARCH 25, 2009 MINUTES (JOINT MEETING): Motion by NIEFORTH, second by SCHMUHL, to approve the March 25, 2009 minutes. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Tourism Committee Chair Sundquist apologized for missing the last joint meeting. Chair Sundquist observed that our world as we know it is never going to be the same; changes can and will happen. We just have to take advantage of the new opportunities. Business Committee Chair Bill Roh commented on his attendance at the Northern Networks Conference two weeks earlier. Mr. Roh felt the conference was a good opportunity to strengthen our relationship with Minnesota and western Ontario.

PROJECT DIRECTOR'S REPORT:

- a. Wisconsin Ability Network: Bill Korrer told the Committees that Dave Dumke met last week with Wisconsin Ability Network contractor Darryl Mayfield to review progress on the project. Mr. Mayfield had a meeting with RFW regarding a possible merging of the Wisconsin Ability Network into RFW's system. Mr. Mayfield has also submitted a CBED grant application in the amount of \$40,000. With all the reductions in state resources, it is fairly certain the full amount will not be awarded. A CDBG application has also been written, but that application is being held back right now. Another major effort is to work with food producers in Wisconsin to secure some of the millions of dollars spent annually on food purchases by the state. With the low price requirement, many of the vegetables purchased are from South America. If the food processors and producers integrate a workshop element into the system, that would open doors under the State Use Law.

- b. Annual Statewide ITBEC Conference: Bill Korrer told the Committees that this year's Annual Statewide ITBEC Conference will be held July 14 & 15, 2009 at Lake of the Torches Resort Casino in Lac du Flambeau. A mailing will be sent out soon with the draft agenda and registration details. Kelly Nieforth will again give the progress report at the conference. Mr. Korrer asked the group their thoughts on the venue for the ITBEC Conference. Consensus was that moving the conference around the state has benefits. The size of the conference makes almost every city with a conference center or exhibition hall possible to handle it.
- c. Northern Networks Trade Conference Follow-Up: Northern Networks Conference was held two weeks ago in Duluth. There were many good contacts from both sides of the border present at the conference. The 2010 Northern Networks Conference will be held in Fort Francis, Ontario in May. Mr. Korrer reminded everybody traveling to Canada after June 1, 2009 most likely will require a passport for entry back into the United States.
- d. Wisconsin Way *Blueprint for Change*: Bill Korrer told the Committee that the last two Wisconsin Way conferences scheduled for earlier this month had been canceled because of the current budget situation in the state. At this time, no new dates have been announced.

Bill Korrer advised the Committees of the changes in the reimbursement policy at WCA to better reflect IRS guidelines. Because the East Central ITBEC has been requiring receipts for meals, that part of the changes will not have a huge impact on it. Mr. Korrer explained the increase in the maximum meal allowance to \$40 and the new policy regarding partial day's travel that would lower the meal total to \$30, minus the state rate for any meals provided while at an event. For example, if lunch is included at a conference, the daily meal allowance would be reduced by \$11 which is the state allowance for the noon meal.

WEBSITE DEVELOPMENT UPDATE: Kelly Nieforth and Arlene Schmuhl informed the Committees that work is progressing on consolidating the websites. The new address will be www.travelthelakes.com, which ties together Kewaunee County with Calumet County and Winnebago County into a single theme. Right now, the plan is to redirect visitors from the other websites to www.travelthelakes.com until those domains expire.

FINANCIAL REPORT: Bill Korrer told the Committees that there is currently an undesignated fund balance of \$25,408.00.

PROMOTIONAL ITEMS UPDATE: Arlene Schmuhl and Kelly Nieforth displayed promotional items for the East Central ITBEC. Three different items have been selected. They included a "cube" ballpoint pen, a collapsible Frisbee device, a slide puzzle, and a mini crayon

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package. In addition, a supply of biodegradable bags is also being ordered. The diversity of the promotional items will allow their use at different types of events. The items have been ordered and will arrive shortly.

TOURISM PROJECTS UPDATE: There wasn't any additional news on tourism-related projects that wasn't discussed in the course of today's business.

ITEMS FOR FUTURE AGENDA: Fishing promotion.

SET NEXT MEETING DATE: The next meeting will be on Tuesday, June 9, 2009 starting at 1:00 p.m. in Oshkosh before the East Central ITBEC Board meeting. This will be just the Tourism Committee.

ADJOURNMENT: Motion by PAYETTE, second by ROH, to adjourn at 2:47 p.m. Motion carried.
