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EAST CENTRAL ITBEC BOARD

Wednesday, January 15, 2014
1:00 p.m.

Calumet County Courthouse
Room 227
206 Court Street
Chilton, WI

AGENDA

1. Call to Order
2. Roll Call
3. Approval of October 2, 2013 Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. WCA Legislative Exchange
 - c. Governor's Conference on Tourism
6. Financial Report
7. Discussion/Decision - Authorize the Tourism Advisory Committee to Communicate an Offer of Collaboration to the Fox-Wisconsin Heritage Parkway
8. Action Items:
 - a. Accept \$5,000 From WCA for Travel Expenses
 - b. Reallocate Funds to "Other Operating Expenses" Account
 - c. ITBEC Booth at WCA Marketplace
 - d. Funds for a Reprint of the "*Paddle, Pedal, Ped It*" Brochure (Formerly "*Go Outside & Play*")
 - e. Brochure Distribution
 - f. Website Hosting & Maintenance

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East Central ITBEC Board Agenda
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9. Tourism Advisory Committee Report
10. Business Committee Report
11. Items for Future Agenda
12. Set Next Meeting Date
13. Adjournment

ACCEPT \$5,000 FROM WCA FOR TRAVEL FUNDS

ISSUE: The Wisconsin Counties Association annually contributes \$5,000 to the East Central ITBEC for travel expenses. These funds are used to reimburse members for direct expenses such as mileage and meals incurred while attending EC ITBEC meetings. The East Central ITBEC Board has the authority to expand the reimbursement to include lodging and registration as necessary. East Central ITBEC travel related expenses are drawn from this account before using East Central ITBEC Project Funds.

RECOMMENDATION: It is recommended that the East Central ITBEC accept \$5,000 from the WCA for travel expenses.

REALLOCATE FUNDS TO “OTHER OPERATING EXPENSES” ACCOUNT

ISSUE: The East Central ITBEC maintains an “Other Operating Expenses” line item. This account is separate from the Project Funds line item. The Other Operating Expenses Account is used primarily for small expenditures that occur between regular East Central ITBEC Board meetings. WCA staff can process invoices from this account for timely payment on the authorization of the Chair.

Historically, The East Central ITBEC starts the calendar year with \$1,000 in the Other Operating Expenses Account. The Other Operating Expenses Account is basically a continuing line item account. To insure an adequate balance, funds are transferred annually to reach the target figure of \$1,000.

RECOMMENDATION: It is recommended that the East Central ITBEC reallocate sufficient funds to the *Other Operating Expenses* Account line item for a \$1,000 total. Funds to come from the East Central ITBEC Project Funds Account.

ITBEC BOOTH AT WCA MARKETPLACE

ISSUE: The WCA Annual Conference is attended by hundreds of county supervisors each year. As part of the WCA Annual Conference, there is an exhibition of various services and products available to assist counties in their numerous tasks. The four ITBECs have been offered booth space to further promote the regional partnership philosophy of the International Trade, Business, and Economic Development Councils and to showcase past projects. The cost of the booth space, a door prize, and booth backdrop would be divided among the ITBEC Councils. It is estimated that the cost will not exceed \$200 per ITBEC.

RECOMMENDATION: It is recommended that up to \$200 be allocated to be designated to pay for an equal share of ITBEC booth expenses at the 2014 WCA Annual Conference Marketplace. Funds to come from the East Central ITBEC Project Funds Account.

**FUNDS FOR A REPRINT OF THE "PADDLE, PEDAL, PED IT"
BROCHURE (FORMERLY "GO OUTSIDE & PLAY")**

ISSUE: The East Central ITBEC Tourism Advisory Committee has identified different options to further promote East Central Wisconsin. One of these ideas is the promotion of individual outdoor activities typically identified as silent sports.

The original brochure was titled "Go Outside & Play". While the title was descriptive of the activities listed, the title could be interpreted as being designed for children. The East Central ITBEC has a working title of "*Paddle, Pedal, Ped It*" for the outdoor activity brochure.

The original promotion piece press run from over four years ago was very popular and inventories are depleted, necessitating a reprint.

RECOMMENDATION: It is recommended that \$4,000 be allocated to be designated for an outdoor silent sports brochure line item. Funds to come from the East Central ITBEC Project Funds Account.

BROCHURE DISTRIBUTION

ISSUE: The East Central ITBEC Tourism Advisory Committee have had travel planner brochures printed over the years. These travel planners are used by East Central ITBEC member counties for promotion of the area. The Tourism Advisory Committee also provides the travel planners to other Chambers of Commerce, Visitors Bureaus, and Department of Tourism Welcome Centers.

The nature of the promotional pieces demand that they are distributed internally to East Central ITBEC members and to partner agencies outside the area. There will be shipping costs associated with distributing the materials.

RECOMMENDATION: It is recommended that funds be allocated for designation to bring the "Brochure Distribution" line item account up to \$400 to start the calendar year. Funds to come from the East Central ITBEC Project Funds Account.

WEBSITE HOSTING & MAINTENANCE

ISSUE: The East Central ITBEC promotes the area through the use of an Internet website. The website allows worldwide exposure of all we have to offer here in east central Wisconsin. In order to access information on the website about the East Central ITBEC Counties, the information must be placed on an internet server or host computer. This server has sufficient bandwidth or carrying capacity for rapid electronic transfer of information and materials. The host computer charges a nominal fee for this service. Website hosting agreements are typically a year in length, payable in advance.

If any changes are needed to the website, there are fees associated with that maintenance service.

In addition, there is an annual fee to renew the domain name for the website.

RECOMMENDATION: It is recommended that the East Central ITBEC allocate \$500 to be designated for website hosting, maintenance, and domain renewal. Funds to come from the East Central ITBEC Project Funds Account.