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

Tuesday, May 7, 2013  
1:00 p.m.

Oshkosh Convention & Visitors Bureau  
100 North Main Street, Suite #112  
Oshkosh, WI 54901

**AGENDA**

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

1. Call to Order
2. Roll Call
3. Approval of April 23, 2013 Minutes
4. Chair's Remarks
5. Project Director's Report
  - a. Northwoods Rail Transit Commission
6. Financial Report
7. Discussion/Decision - Fishing Guide Updates and Reprinting
8. Discussion/Decision - Control and Possession of East Central ITBEC Creative Data
9. Discussion/Decision - Taste of the Lakes Brochure Updating & Reprint
10. Discussion/Decision - Go Outside & Play Brochure Updating & Reprint
11. Discussion/Decision - Updating Return Address & Phone Number on New Guides

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East Central ITBEC Tourism Advisory/Business Committee Agenda

May 7, 2013

12. Discussion/Decision - Place Mats Promotion Project
  13. Discussion/Decision - Strategic Plan for Marketing Program
  14. Discussion/Decision - Holyland Brochure Reprint Strategy
  15. Discussion/Decision - Business Committee Projects
  16. Items for Future Agenda
  17. Set Next Meeting Date
  18. Adjourn
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