



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

Tuesday, September 17, 2013
1:00 p.m.

Fond du Lac Convention & Visitors Bureau
171 S. Pioneer Road
Fond du Lac, WI 54935

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of May 7, 2013 Tourism Advisory & Business Joint Committee Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Freight Rail Preservation Funding
 - b. WCA Annual Conference & Marketplace
 - c. Wisconsin Association of Convention and Visitors Bureaus Annual Fall Tourism Convention (November 7 - 8; 2013)
6. Financial Report
7. Update - Fishing Guide Reprinting
8. Discussion/Decision - Cloud Storage Options for East Central ITBEC Creative Data
9. Update - *Taste of the Lakes* Brochure Reprint
10. Update - Go Outside & Play Brochure Reprint

Page Two

East Central Tourism Advisory and Business Committee Agenda

September 17, 2013

11. Discussion/Decision - Events Calendar/What's Going On Project
12. Strategic Plan for Marketing Program
13. Discussion/Decision - Business Committee Projects
14. Items for Future Agenda
15. Set Next Meeting Date
16. Adjournment