
EAST CENTRAL ITBEC BOARD

Wednesday, March 4, 2015
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 January 14, 2015 Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. Wisconsin Ag Tourism Association
6. Financial Report
7. Action Items:
 - a. WIGCOT Expenses
 - b. Luv-R-Ag Summit Expenses
8. Discussion/Decision - Strategic Planning Session

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9. Tourism Related Projects
 - a. Fishing Brochure Reprint
 - b. Taste of the Lakes Reprint
 - c. Strategic Plan for Marketing
 - d. Unique Your Trip - Possibly Combine with Another Brochure?
 - e. Antiquing/Collectables/Crafts Brochure
 - f. Winter Promotion - Ice, Sturgeon
 - g. Winnebago Waterways
 - h. Fox-Wisconsin Heritage Parkway
 - i. Chicago Boat Show
 - j. Future Projects

10. Items for Future Agenda

11. Set Next Meeting Date

12. Adjournment