

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

Wednesday, February 12, 2014
1:00 p.m.

Calumet County Courthouse
Room 227
206 Court Street
Chilton, WI

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of November 6, 2013 Tourism Advisory & Business Joint Committee Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. Governor's Conference on Tourism
6. Financial Report
7. Discussion/Decision - Motorcycling Marketing
8. Discussion/Decision - Wisconsin Ag Tourism Association Membership
9. Update - Fishing Guide Reprinting
10. Discussion/Decision - Cloud Storage Options for East Central ITBEC Creative Data

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East Central ITBEC Joint Tourism Advisory and Business Committee Agenda

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11. Update - *Taste of the Lakes* Brochure Reprint
12. Update - *Paddle, Pedal, Ped It* (Formerly Go Outside & Play) Brochure Redesign
13. Discussion/Decision - Events Calendar/What's Going On Project
14. Follow-Up on Linking Events Calendars to *Travel the Lakes.com*
15. Strategic Plan for Marketing Program
16. Update - Participation in Fox-Wisconsin Heritage Parkway
17. Discussion/Decision - Weigh-In on the Winnebago Waterways Project Update
18. Discussion/Decision - Business Committee Projects
19. Items for Future Agenda
20. Set Next Meeting Date
21. Adjourn