

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

Tuesday, May 6, 2014
1:00 p.m.

Winnebago County Administration Building
112 Otter Street
Oshkosh, WI

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of February 12, 2014 Joint Tourism Advisory & Business Committee Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
6. Financial Report
7. Discussion/Decision - Motorcycling Marketing
8. Update - Fishing Guide Reprint
9. Update - *Taste of the Lakes* Brochure Reprint
10. Update - *Paddle, Pedal, Ped It* (Formerly Go Outside & Play) Brochure Redesign
11. Discussion/Decision - Possibility of Combining ITBEC Committees into the ITBEC Board

Page Two

East Central ITBEC Joint Tourism Advisory and Business Committee Agenda

12. Discussion/Decision - Sturgeon Promotion
13. Discussion/Decision - Ice Promotion
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. Winnebago Waterways Project Update
18. Discussion/Decision - Business Committee Projects
19. Items for Future Agenda
20. Set Next Meeting Date
21. Adjourn