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

Tuesday, May 7, 2013

Oshkosh Convention & Visitors Bureau
Oshkosh, WI 54901

MINUTES

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

CALL TO ORDER: East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the joint meeting to order at 1:07 p.m.

ROLL CALL: **Tourism Advisory Committee** - Paul Sundquist, Winnebago County; Lisa Pauly, Fond du Lac County; and Wendy Hielsberg, Oshkosh CVB. **Business & Tourism Advisory Committees** - Julie Schmelzer, Calumet County; Matt Payette, Kewaunee County. **ABSENT:** Bill Roh, Winnebago County; Brenda Schneider, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

APPROVAL OF APRIL 23, 2013 TOURISM ADVISORY & BUSINESS COMMITTEE MEETING MINUTES: Motion by SCHMELZER, second by PAYETTE, to approve the April 23, 2013 minutes as printed. Motion carried.

CHAIR'S REMARKS: Tourism Advisory Committee Chair Sundquist thanked Wendy Hielsberg and the Oshkosh CVB for hosting today's meeting.

PROJECT DIRECTOR'S REPORT: Bill Korrer distributed copies of the Department of Tourism's impact numbers for the East Central ITBEC Counties and the surrounding counties to the Committee. While most of the numbers were up, Manitowoc County was down substantially compared to the rest.

- a. Northwoods Rail Transit Commission: Bill Korrer told the Committee that the Joint Finance Committee has reduced the Governor's budget request for the Freight Rail Preservation Fund by approximately \$8 million, down to \$52 million over the biennium. Consensus is that some of these funds would go to Canadian National for their northern east-west line.

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FINANCIAL REPORT: Bill Korrer told the Committee that there is an undesignated fund balance of \$17,366.15 at this time.

DISCUSSION/DECISION - Fishing Guide Updates and Reprinting: Paul Sundquist said that this update had been delayed because of possible changes in the layout and format. Lisa Pauly said she is working on the changes and that the finished product will be similar in size and layout to the *Cruising the Lake* guide, rather than the center-stapled fold-up we currently have. The *Cruising* guide cost approximately \$3,400 for 6,000 copies. Motion by SCHMELZER, second by HIELSBERG, to request that the East Central ITBEC Board create a separate Fishing Guide line item account of \$4,000; funds to come from the existing *General Advertising* account. Motion carried.

DISCUSSION/DECISION - Control and Possession of East Central ITBEC Creative Data: The Committee discussed having all the data, documents, maps, pictures, and so forth in a central location, easily accessible to everybody. Right now, various projects are in different offices and not easy to access. Members will investigate cloud storage options and pricing for the next meeting.

DISCUSSION/DECISION - Taste of the Lakes Brochure Updating & Reprint: Matt Payette will be the lead on this project. He will work on updating the brochure and get pricing for 2000, 3000, and 4000 copies. Motion by SCHMELZER, second by PAULY, to recommend to the East Central ITBEC Board that they allocate \$4,000 for reprinting the *Taste of the Lakes* brochure; funds to come from the East Central ITBEC Project Funds account. Motion carried.

DISCUSSION/DECISION - Go Outside & Play Brochure Updating & Reprint: A lead person is needed for this project. In addition, there should probably be a bidding element added. Julie Schmelzer will be the lead person.

DISCUSSION/DECISION - Updating Return Address & Phone Number on New Guides: Wendy Hielsberg offered the Oshkosh CVB as the return addressee printed on new guides and brochures.

DISCUSSION/DECISION - Place Mats Promotion Project: The Committee discussed printing placemats, but decided they would compete with local organizations and have limited use. Consensus is to not move forward on it.

DISCUSSION/DECISION - Strategic Plan for Marketing Program: Julie Schmelzer expressed her concern that the East Central ITBEC doesn't have a long range marketing plan. Motion by SCHMELZER, second by HIELSBERG, to schedule a special meeting exclusively for discussing marketing to be held in Oshkosh between September 30 and October 4. Motion carried. Bill Korrer will post a Doodle Poll to find a date that works for the group.

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DISCUSSION/DECISION - Holyland Brochure Reprint Strategy: Julie Schmelzer said that the brochure turned out to be really expensive per piccc, resulting in a very limited quantity in the initial press run. Because the project is located in just Fond du Lac and Calumet Counties, they will continue the project themselves.

DISCUSSION/DECISION - Business Committee Projects: No items were presented today.

ITEMS FOR FUTURE AGENDA: What's Going On/Event Calendar.

SET NEXT MEETING DATE: The next meeting will be in Fond du Lac in mid September, dependent on finding a common date for the Committee.

ADJOURNMENT: Tourism Advisory Committee Chair Sundquist declared the meeting adjourned at 2:35 p.m.