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

Wednesday, July 11, 2012

Fond du Lac Area CVB
Fond du Lac, WI

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the Joint Committee meeting to order at 1:00 p.m.

ROLL CALL: Paul Sundquist, Winnebago County - Tourism Committee; Lisa Pauly, Fond du Lac County - Tourism Committee; Bill Roh, Winnebago County - Business Committee; Julie Schmelzer, Calumet County - Business and Tourism Committees; Matt Payette, Kewaunee County - Business and Tourism Committees.

EXCUSED: Herb Ottery, Fond du Lac County - Business Committee. **STAFF:** Bill Korner, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Craig Molitor, Fond du Lac CVB Executive Director. Introductions were made around the room.

APPROVAL OF MARCH 14, 2012 MINUTES: Motion by ROH, second by SCHMELZER, to approve the March 14, 2012 Joint Committee minutes as printed. Motion carried.

CHAIR'S REMARKS: Tourism Committee Chair Sundquist commented that many are unaware of the East Central ITBEC and what it is doing and what it has done. Chair Sundquist added that being on the water is a huge asset for the East Central ITBEC. Chair Sundquist also contacted the new Sheboygan County Economic Development Corporation Director, Randy Hopper, about what the East Central ITBEC is and what it has to offer to Sheboygan County. Chair Sundquist also talked with local fishing guide Doug Nelson regarding the boat show held in Rosemont, Illinois. Mr. Nelson's impressions were negative on possible benefits from attending the show with a booth.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer told the Committees that the northern rail consortium is now the Northwoods Rail Transit Commission, after their meeting on May 22, 2012. Wendy Gehlhoff of Florence County was elected chair of the Commission. The Rail Commission will be having monthly meetings the last Tuesday of the month in Rhinelander. The member counties are in the process of conducting a rail-business survey to help analyze what the strengths and obstacles of maintaining adequate rail service are.
- b. Northeast Wisconsin Global Trade Conference Follow-Up: The post-mortem of the 2012 Northeast Wisconsin Global Trade Conference will be held on July 18th in Appleton. The 2013 Global Trade Conference will be in Green Bay on March 26th.

PROFESSIONAL SERVICES CONTRACTOR ACTIVITY REPORT: Chair Sundquist reported that he talked with Arlene Schmuhl and she is in the process of putting things together with Fond du lac County included.

DISCUSSION/DECISION - Chicago Boat Show Follow-Up: Paul Sundquist said that he has been in contact with the Department of Tourism, but they don't have the dates for the shows they will be attending out yet. No action was taken by the Committees.

DISCUSSION/DECISION - Holyland Brochure Project: Julie Schmelzer explained the project which intends to showcase the "Holyland" churches and supper clubs that seem to be a unique part of northeastern Fond du Lac County and southwestern Calumet County. Funds were approved by the Board, contingent upon Committee approval. Motion by PAYETTE, second by ROH, to move forward on the project. Motion carried.

DISCUSSION/DECISION - Lakeshore Cluster Initiative Funding: Julie Schmelzer explained the Lakeshore Cluster Initiative groups - agriculture, tourism, manufacturing, and energy - to the Committees. Calumet and Kewaunee Counties are involved, along with Sheboygan and Manitowoc Counties. Paul Sundquist said he wants to promote locally and would have no problem if everybody was an ITBEC member. Matt Payette said that the Kewaunee EDC is very tight on funds and this would be a great boost to them. Bill Roh likes the idea of supporting the ITBEC Counties - Kewaunee & Calumet - but has a hard time with the non-member counties. Matt Payette floated the idea of giving each county an "economic development stipend" to be used locally at the county's discretion. This would be \$2,000 total. The funds already earmarked for the Lakeshore Cluster by the Board could be unencumbered and returned to the general fund. Motion by PAYETTE, second by SCHMELZER, to recommend to the Board that they allocate \$500 per county (\$2,000 total) for economic development purposes; and to close out the Lakeshore Cluster line item and return the dollars to the East Central ITBEC Project Funds Account. Motion carried.

Page Three

East Central ITBEC Tourism Advisory and Business Committees Minutes

July 11, 2012

LAKE MANAGEMENT GRANT LETTER OF SUPPORT: Julie Schmelzer told the Committees that there is an August 1, 2012 grant deadline and that a letter of support from the East Central ITBEC would strengthen the application. The grant is hoping to have a single decision making group that addresses all the issues on the Lake Winnebago System from things as simple as a single boat launch fee for the five counties to coordinating shareholder meetings, sharing the cost of buoy placements, and just the overall management of the waterbody as a shared resource. Paul Sundquist said he isn't necessarily against the project, but how does this fall under either the Tourism Advisory Committee or Business Committee scope of interest? He questioned if this subject isn't better addressed by the ITBEC Board because it is more a policy-type of decision. Julie Schmelzer responded that with the August 1, 2012 application deadline, any ITBEC Board action would not be able to be included with the application to the DNR because their next meeting is not until August 8, 2012. Motion by PAULY, second by SCHMELZER, to authorize a letter of support for the Lake Winnebago System Management Grant application. Motion carried (Sundquist and Roh voting no).

FINANCIAL REPORT: Bill Korrer reported to the Committees that there is currently an undesignated fund balance of \$12,176.55. No action was taken.

UPDATE - Expanding East Central ITBEC Membership: Letters were sent out to neighboring counties with the same reduced dues incentive that Fond du Lac County received. There hasn't been any feedback at this point.

UPDATE - Reprint of *Cruising the Lake Winnebago System Map*: This project is being worked on to update the addition of Fond du Lac County back into the mix.

FISHING GUIDE UPDATE: Work is ongoing on this project.

TOURISM ADVISORY COMMITTEE PROJECTS UPDATE: There are not any other tourism-related projects that were not covered under specific agenda items.

BUSINESS COMMITTEE PROJECTS UPDATE: There are not any other business-related projects that were not covered under specific agenda items.

ITEMS FOR FUTURE AGENDA: D/D - Promotion of local events and festivals with a brochure; D/D - *Fun in Wisconsin* advertising for 2013.

SET NEXT MEETING DATE: Thursday, September 27, 2012 in Kewaunee County at 1:00 p.m.

ADJOURN: With all business being conducted, Tourism Committee Chair Sundquist declared the joint meeting adjourned at 3:27 p.m.