

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

Tuesday, September 17, 2013

Fond du Lac Convention & Visitors Bureau  
Fond du Lac, WI 54935

**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 Committee Meeting to order at 1:00 p.m.

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

Introductions were made around the room.

**APPROVAL OF MAY 7, 2013 TOURISM ADVISORY & BUSINESS JOINT COMMITTEE**

**MEETING MINUTES:** Motion by ROH, second by PAYETTE, to approve the May Joint Committee meeting minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Tourism Advisory Committee Chair Sundquist said that when the East Central ITBEC was created, Sheboygan and Ozaukee Counties were members, along with Outagamie County. Bill Roh said that he was somewhat surprised at the county tourism revenue numbers from several years ago showing the reduced negative impact among ITBEC counties when compared with non-ITBEC counties. There are benefits to working together.

**PROJECT DIRECTOR'S REPORT:**

- a. Freight Rail Preservation Funding: Bill Korrer said that Governor Walker had originally proposed a return to \$60 million in the 2013-2015 biennium freight rail preservation fund. Because of across the board reductions in transportation funding, the final figure was approximately \$52 million. A good portion of that is targeted for purchasing the line from Reedsburg to Madison.
- b. WCA Annual Conference & Marketplace: Bill Korrer reminded the Committees of the joint ITBEC booth at the WCA Annual Conference & Marketplace on September 23rd. The Marketplace opens at 9:00 a.m. and runs all day.
- c. Wisconsin Association of Convention and Visitors Bureaus Annual Fall Tourism Convention (November 7 & 8, 2013): Bill Korrer informed the Committees of the Fall Tourism Conference November 7 & 8, 2013 in Wisconsin Rapids. The conference format is an "in at noon, out by noon" 24 hour mini conference style.

**FINANCIAL REPORT:** There is currently an undesignated fund balance of \$13,382.27. The heads-up budgeting memo went out to County Board Chairs and County Clerks in August.

**UPDATE - Fishing Guide Reprinting:** Lisa Pauly said that the draft copy has gone out for review. She is looking for a different cover photo - one of walleyes. Wendy Hielsberg said she has some walleye pictures and will circulate them to the members. The Joint Committees discussed how similar the *Fishing* brochure and the *Cruising* map are and the benefits of combining them. Motion by PAULY, second by ROH, to combine the *Fishing* brochure and the *Cruising* map into a single piece. Motion carried.

**DISCUSSION/DECISION - Cloud Storage Options for East Central ITBEC Creative Data:** Lisa Pauly said that right now, the files are fitting into Dropbox with no cost. However, the cloud storage sites typically don't offer enough free space. For the present time, they will see how much can be stored in Dropbox.

**UPDATE - Taste of the Lakes Brochure Reprint:** Matt Payette said there isn't much to report at this time. He does have the *Taste of the Lakes* butler graphic, but his volunteer graphic artist has some priority items they are working on at this time.

**UPDATE - Go Outside & Play Brochure Reprint:** Julie Schmelzer said that they should add birding to the brochure. Another thing is that the trails that cross municipal boundaries need to show connecting segments on the maps.

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**DISCUSSION/DECISION - Events Calendar/What's Going On Project:** Paul Sundquist questioned if some sort of events brochure or calendar of events would be a good move or not. Julie Schmelzer said she thought that a paper piece is a bad idea. Lisa Pauly said that just a link on the website is much easier to do. Lisa will do some further research.

**STRATEGIC PLAN FOR MARKETING PROGRAM:** Julie Schmelzer requested this agenda item. Bill Korrer said that his Doodle poll showed that Wednesday, October 2, in Oshkosh worked for everybody, but the ITBEC Board is scheduled to meet in Fond du Lac that afternoon. Wendy Hielsberg offered to get the Oshkosh CVB's marketing firm to facilitate the session, however they are in Oshkosh on Tuesday, October 1. The Committee agreed that meeting for the planning session on Tuesday, October 1 is fine.

**DISCUSSION/DECISION - Business Committee Projects:** Nothing new to report today.

**ITEMS FOR FUTURE AGENDA:** D/D - Participation in Fox-Wisconsin Heritage Parkway; D/D - Participation in Lake Winnebago Project

**SET NEXT MEETING DATE:** The next meeting will be on Wednesday, November 6, 2013 in Kewaunee County starting at 1:30 p.m.

**ADJOURN:** Motion by PAULY, second by ROH, to adjourn at 2:29 p.m. Motion carried.