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## EAST CENTRAL ITBEC BOARD

Wednesday, September 24, 2014

Calumet County Courthouse  
Chilton, WI

### MINUTES

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

**CALL TO ORDER:** East Central ITBEC Board Chair Paul Sundquist called the meeting to order at 1:01 p.m. It was noted that there is an amended agenda for today's meeting.

**ROLL CALL:** Dena Mooney, Calumet County; Lisa Pauly, Fond du Lac County; Kenneth Tebon and Matt Payette, Kewaunee County; Paul Sundquist and Wendy Hielsberg, Winnebago County.

**EXCUSED:** Ralph Prescott, Calumet County; Brenda Schneider, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

**APPROVAL OF JULY 9, 2014 MINUTES:** Motion by PAYETTE, second by HIELSBERG, to approve the July 9, 2014 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Sundquist commented that the ITBEC has been pretty successful so far, but the question of how to continue that success into the future looms ahead for the Board.

### PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer told the Board that the Rail Transit Commission has submitted the TIGER Grant Application, but haven't heard any news on it. The portion of the Canadian National Rail Line running from Crandon to Argonne is being pulled out, much to the displeasure of Forest County. The one somewhat bright spot is that the rail is being reused over by Stone Lake to expand the double track siding.
- b. Wisconsin Ag Tourism Association: WATA continues to promote the new ag tourism liability bill signed into law this spring. As fall approaches, corn mazes, hayrides, and pumpkin patches are gearing up for farm visitors. WATA is also offering periodic farm safety seminars at various locations around the state.

- c. **Vote Yes For Transportation:** Bill Korrer reminded the Board of the proposed state constitutional amendment restricting how transportation dollars can be spent. The Wisconsin Counties Association is among approximately 40 other organizations urging a yes vote. The simple yes or no question asking if you want transportation dollars to be used strictly for transportation will be on the November 4th ballot.

**FINANCIAL REPORT:** Bill Korrer distributed copies of the financial report to the Board. Mr. Korrer suggested that the Board consider closing out the 2014 line "ITBEC Booth @WCA Marketplace" in the amount of \$137.50 since all expenses are in. Motion by PAULY, second by PAYETTE, to close out the 2014 line "ITBEC Booth @WCA Marketplace" in the amount of \$137.50 and return the balance to the East Central ITBEC Project Funds account. Motion carried. Motion by PAULY, second by MOONEY, to accept the September financial report. Motion carried.

**ACTION ITEM:**

- a. **ITBEC Ads in County Visitors Guides:** The Board discussed the value of placing ads for the East Central ITBEC in the County Visitors Guides. Motion by PAULY, second by PAYETTE, to allocate \$1,000 per county, with a maximum expenditure of \$500 the first year and allowing any balance to be used in subsequent years; funds to come from the East Central ITBEC Project Funds account. Motion carried.

**TOURISM RELATED PROJECTS:**

- a. **Brochure Inventory:** Fishing brochure is out; "Cruising" has about 850; "Taste" has less than a case; "Unique" has about 1,900; "Road Trip" has several cases left.
- b. **Fishing Brochure Reprint:** Lisa Pauly said she has the revisions done; it will be sent out for one final review before going to press.
- c. **Taste of the Lakes Reprint:** Matt Payette will get started on revisions.
- d. **Strategic Plan for Marketing:** Wendy Hielsberg will put a RFP together and members can send it to known firms.
- e. **Unique Your Trip:** There is very limited inventory left, but consideration will be given to combining with a antique/crafts/collectables brochure.
- f. **Antiquing/Collectables/Crafts Brochure:** Possibly combine with the Unique brochure.
- g. **Winter Promotion - Ice, Sturgeon:** Wait until marketing plan is done.
- h. **Winnebago Waterways:** This started as part of the uniform county launch fee, but there hasn't been much buy in.
- i. **Fox-Wisconsin Heritage Parkway:** The federal designation was denied so it is taking a bit of a different scope without the narrow Federal impact area.
- j. **Future Projects:** Consensus is that there are plenty of existing projects that need attention before moving into new areas.

Page Three  
East Central ITBEC Board Minutes  
September 24, 2014

**ITEMS FOR FUTURE AGENDA:** D/D - Review RFP replies and possibly choose contractor.

**SET NEXT MEETING DATE:** November 20, 2014 in Oshkosh starting at 1:00 p.m.

**ADJOURNMENT:** Motion by TEBON, second by MOONEY to adjourn at 2:45 p.m. Motion carried.