

## EAST CENTRAL ITBEC BOARD

Wednesday, October 2, 2013

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

### MINUTES

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

**CALL TO ORDER:** East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:05 p.m.

**ROLL CALL:** Stan Kline and Paul Sundquist, Winnebago County; Lisa Pauly and Brenda Schneider, Fond du Lac County; Matt Payette, Kewaunee County; Ralph Prescott, Calumet County. **EXCUSED:** Julie Schmelzer, Calumet County; David Mayer, Kewaunee County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

**APPROVAL OF JUNE 5, 2013 MINUTES:** Motion by PRESCOTT, second by SCHNEIDER, to approve the June minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Kline commented that he is glad to see everybody today.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer informed the Board that Washington County's CVB director had attended the last ITBEC Tourism Advisory Committee meeting at the direction of the Washington County Board Chair to gather information on ITBEC. Mr. Korrer said that visit raised the question of dues amounts for non-members. This will be addressed in an agenda item later.

- a. Northwoods Rail Transit Commission: The Northwoods Rail Transit Commission has increased their membership with the addition of Ashland and Oconto Counties. Several Michigan counties are giving considerable deliberation to joining their Wisconsin counterparts.
- b. Governor's Budget: The Governor's budget was passed and signed into law. Counties did very well overall. There was a minor reduction in county road aids, but not as large as other units of governments' reductions. There is almost \$29 million additional for mental health treatment, \$100 million for economic development, and increased funding for tourism promotion. The Freight Rail Preservation Fund will have approximately \$52 million for the two year budget cycle, up from the \$30 million two years ago.

**FINANCIAL REPORT:** Bill Korrer told the Board that they currently have an undesignated fund balance of \$13,382.27. Mr. Korrer recommended that the "ITBEC Booth at Marketplace be closed out. No further expenses are anticipated from that line item. Motion by SUNDQUIST, second by PRESCOTT, to close out the "ITBEC Booth @ WCA Marketplace" line item in the amount of \$137.50 and apply those funds to the "Website Hosting & Maintenance" line item. Motion carried. Motion by PRESCOTT, second by SUNDQUIST, to rename the "Farm Fresh Atlas - 2013" to "Farm Fresh Atlas - 2014". Motion carried. Motion by PRESCOTT, second by PAULY, to accept the financial report. Motion carried.

**2014 EAST CENTRAL ITBEC DUES:** Bill Korrer asked for guidance from the Board on calculating the dues for various non-member counties. Mr. Korrer had been using a formula that took the Department of Revenue 2005 county equalized values and multiplying them by an average ratio factor to arrive with the dues. While there are dues calculations for some of the surrounding counties, not all have been set. The problem is that it seems the 2005 county equalized value chart isn't easily accessible anymore. Using the 2012 county equalized values and the existing dues as a benchmark, multiplying the equalized value (minus the last three value places) by 0.00095 gives a number that is fairly close to the current county dues. Prior Board action has already capped the dues at a maximum of \$11,000, so basically if a non-member county has a equalized value of \$11.6 billion or more, their dues are set. Motion by PRESCOTT, second by SUNDQUIST, to adopt the proposed formula to calculate the balance of the East Central ITBEC dues. Motion carried. The Board questioned if the membership incentive offer still applied. Mr. Korrer said he was under the impression that it had been a one time offer. Motion by PRESCOTT, second by SUNDQUIST, to offer a membership incentive for 2014 of one-half dues contingent upon a binding commitment for 2015 at full dues. Motion carried.

**TOURISM ADVISORY COMMITTEE REPORT:** Paul Sundquist reported that the Tourism Advisory Committee is looking at reprinting several of their signature pieces. One big change is that the *Cruising Guide* and the *Fishing Guide* are being combined into a single piece because much of the information is identical. The Committee is also investigating cloud storage options to make all creative materials available 24/7 to all members. The free cloud service storage site being used has reached maximum capacity, so a decision may be coming soon. Brenda Schneider said that there are some preliminary discussions underway regarding a uniform boat launch fee for Lake Winnebago. Ideally, a uniform permit would be accepted at all boat launch sites around the lake. But there are many details to be worked out before it will move forward.

**BUSINESS COMMITTEE REPORT:** Nothing new to report.

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**ITEMS FOR FUTURE AGENDA:** The usual items at this time.

**SET NEXT MEETING DATE:** The next meeting will be held on January 15, 2014 starting at 1:00 p.m. in Calumet County.

**ADJOURNMENT:** Motion by SUNDQUIST, second by PAYETTE, to adjourn at 2:10 p.m. Motion carried.