

EAST CENTRAL ITBEC BOARD

Thursday, November 20, 2014

Oshkosh Convention & Visitors Bureau
Oshkosh, WI 54901

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 1:00 p.m.

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

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

APPROVAL OF SEPTEMBER 24, 2014 MINUTES: Motion by HIELSBERG, second by MOONEY, to approve the September Board minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist noted that several years ago following the recession, the ITBEC member counties tourism spending numbers were better than neighboring counties that were not members; showing the benefit of regional collaboration. Chair Sundquist also said that the hospitality industry gives many young people their first exposure to being a member of the workforce and shapes their work ethic. Tourism has an allied interest with traditional industrial economic development as one of the legs of the economic "stool". Chair Sundquist felt that expanding the tourism effort with some "work where you play" type of promotion helps everybody. The quality of life that the area offers can be a key in recruitment and retention of a skilled workforce.

PROJECT DIRECTOR'S REPORT: Bill Korrer said that following the elections, Governor Walker is in the process of reviewing the composition of his department level cabinet heads.

- a. Northwoods Rail Transit Commission: The TIGER Grant Application, in the amount of \$18 million, was not successful. The Rail Transit Commission is reviewing the application and comments they received before deciding to re-submit or not.

- b. Wisconsin Ag Tourism Association: Bill Korrer reported that the Wisconsin Ag Tourism Association (WATA) just held its fourth safety training session in Saukville. A future topic that WATA is investigating is wedding barns. While there are only about 60 statewide, they are running into burdensome local and state regulations that hinder their operations.

FINANCIAL REPORT: Bill Korrer reported that there were two checks written since the last meeting. Currently, there is an undesignated fund balance of \$26,225.68. Motion by MOONEY, second by PAULY, to accept the financial report. Motion carried.

DISCUSSION/DECISION - Review RFP Replies and Possibly Choose a Contractor: Wendy Hielsberg said that she had contacted professionals she has worked with for their thoughts. She said she has a meeting scheduled next week with one of the firms and will share the proposal with the Board at it's next meeting. No action was taken.

TOURISM RELATED PROJECTS:

- a. Fishing Brochure Reprint: Lisa Pauly said that final changes are into the graphics person. One last review after the graphic design, then it will be going to press. 10,000 copies will be the press run.
- b. Taste of the Lakes Reprint: Matt Payette said he is slowly working on the updating.
- c. Strategic Plan for Marketing: Wendy Hielsberg is meeting next week with an ad firm to discuss it.
- d. Unique Your Trip - Possibly Combine with Another Brochure?: Lisa Pauly said that "Unique" has some special items; at this point it will be put on hold.
- e. Antiquing/Collectables/Crafts Brochure: On hold for now.
- f. Winter Promotion - Ice, Sturgeon: Lisa Pauly said that Fond du Lac has a winter themed JEM Grant and wondered if this would be a duplication of efforts. This will be on hold for the present time.
- g. Winnebago Waterways: Nothing new on this.
- h. Fox-Wisconsin Heritage Parkway: There are issues with the lock house refurbishing trying to keep the historic side while being code compliant. Also underway is work for handicap kayak access.
- i. Future Projects: Chair Sundquist felt that the platter needs to be cleaned up a bit before they start heaping more on it.

ITEMS FOR FUTURE AGENDA: Historical Tourism piece.

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SET NEXT MEETING DATE: The next meeting will be held on January 14, 2015 starting at 1:00 p.m. The location will be Fond du Lac.

ADJOURNMENT: Motion by HIELSBERG, second by MOONEY, to adjourn at 2:25 p.m. Motion carried.