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

Wednesday, October 17, 2012
12:45 p.m.

Kewaunee County Highway Department
Conference Room
E4280 County Road F
Kewaunee, WI 54216

MINUTES

CALL TO ORDER: Paul Sundquist called the meeting to order at 12:50 p.m. Chair Sundquist noted that 50% of the member Counties are present, so business can be conducted.

ROLL CALL: Paul Sundquist, Winnebago County (Tourism Advisory); Matt Payette, Kewaunee County (Tourism Advisory & Business). **EXCUSED:** Lisa Pauly, Fond du lac County (Tourism Advisory); Julie Schmelzer, Calumet County (Tourism Advisory & Business). **ABSENT:** Herb Ottery, Fond du Lac County (Business Committee); Bill Roh, Winnebago County (Business Committee). **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Stan Kline, Winnebago County.

APPROVAL OF SEPTEMBER 26, 2012 MINUTES: Motion by PAYETTE, second by SUNDQUIST, to approve the September 26, 2012 minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist said it will be a very short meeting today.

PROJECT DIRECTOR'S REPORT: Bill Korrer read a letter from Julie Schmelzer addressed to the East Central ITBEC updating them on the Lake Winnebago Lake Management Grant Application. The application was successful and they are moving forward. Mr. Korrer also shared a flyer on the second annual Governor's Small Business Summit that will be held November 8th in La Crosse.

- a. Northwoods Rail Transit Commission: Bill Korrer handed out copies of a sample letter to Department of Transportation Secretary Mark Gottlieb requesting that the Freight Rail Preservation Program funding be increased to \$90 million, up from the current \$30 million, for the 2013-2015 biennium budget that the Northwoods Rail Transit Commission adopted last Friday. There was also a sample County Board resolution included with the letter. There are approximately 33 counties active in rail commissions across the state.

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- b. Northeast Wisconsin Global Trade Conference Follow-Up: Bill Korrer told the Committees that the future of the Northeast Wisconsin Global Trade Conference is uncertain at this time. Fred Monique of the Green Bay Chamber is stepping down as the driving force after nine years. The majority of the Conference Planning Committee are representatives of various educational or regional planning entities and are not used to organizing and running events like this.

FINANCIAL REPORT: Bill Korrer told the Committees that there is currently an undesignated fund balance of \$6,944.87

DISCUSSION/DECISION - County Visitors Guide Advertising: Motion by PAYETTE, second by SUNDQUIST, to recommend to the Board that up to \$500 per County be approved for advertising "Travel the Lakes" (East Central ITBEC) in the respective visitors guides. Motion carried.

UPDATE - Events Rack Card: No new information was available for today's meeting.

DISCUSSION/DECISION - Promotion of Local Events & Festivals with a Brochure: No new information was available for today's meeting.

TOURISM ADVISORY COMMITTEE PROJECTS UPDATE: No new information since the September 26, 2012 meeting.

ITEMS FOR FUTURE AGENDA: Nothing new was suggested for the next meeting.

SET NEXT MEETING DATE: The next meeting will be a conference call.

ADJOURN: Motion by PAYETTE, second by SUNDQUIST, to adjourn at 1:04 p.m. Motion carried.