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EAST CENTRAL ITBEC BOARD

Wednesday, January 15, 2014

Calumet County Courthouse
Chilton, WI

MINUTES

CALL TO ORDER: East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:01 p.m.

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

APPROVAL OF OCTOBER 2, 2013 MINUTES: Motion by PRESCOTT, second by SUNDQUIST, to approve the October 2013 minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Kline welcomed everybody to Calumet County, the Supper Club Capital of the Midwest.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer told the Board that there are currently 12 Wisconsin Counties and three Michigan Counties as members. Work continues to have meaningful dialogue with Canadian National regarding expanding competitively priced rail service across northern Wisconsin and the Upper Peninsula.
- b. WCA Legislative Exchange: The Wisconsin Counties Association's Legislative Exchange is set for February 4 & 5 in Madison at the Concourse Hotel. Additional information and registration is available online at www.wicounties.org.
- c. Governor's Conference on Tourism: The Governor's Conference on Tourism will be March 2, 3, & 4, 2014 in Lake Geneva. Additional information, along with registration and lodging links, is available at www.wigcot.org.

FINANCIAL REPORT: Bill Korrer told the Board that the 2014 dues invoices were mailed out last week. At the present time, there is an undesignated fund balance of \$13,528.50. Motion by PAULY, second by PRESCOTT, to accept the January 2014 financial report. Motion carried.

Mr. Korrer recommended that the Board close out the 2012 "Economic Development Funding (\$500 per county)" line item; returning the funds [\$1,500] to the East Central ITBEC Project Funds account; and create a 2014 line item "Economic Development Funding (\$500 per county)" and fund it in the amount of \$1,500.00; funds to come from the East Central ITBEC Project Funds account. Motion by PRESCOTT, second by PAULY, to close out the 2012 "Economic Development Funding (\$500 per county)" line item; to return the funds [\$1,500] to the East Central ITBEC Project Funds account; and create a 2014 line item "Economic Development Funding (\$500 per county)" and fund it in the amount of \$1,500.00; funds to come from the East Central ITBEC Project Funds account. Motion carried. Motion by PRESCOTT, second by PAYETTE, to close out the 2013 "Brochure Distribution" line item and return the balance to the East Central ITBEC Project Funds account. Motion carried.

DISCUSSION/DECISION - Authorize the Tourism Advisory Committee to Communicate an Offer of Collaboration to the Fox-Wisconsin Heritage Parkway: Dena Mooney explained what the Fox-Wisconsin Heritage Parkway is. Since 2009, the Parkway (www.heritageparkway.org) has worked to preserve, promote and celebrate the heritage of their rivers. The Fox-Wisconsin Heritage Parkway is both a place and a concept. As a place, it offers abundant natural and historic resources. As a concept, the Parkway is a partnership through which residents, businesses, organizations, and municipalities work together to create vibrant, economically sustainable riverfront communities, while remembering and celebrating their shared history. The first goal of the Fox-Wisconsin Heritage Parkway is to draw attention to the beauty and rich history of the Fox and Lower Wisconsin rivers so more local residents enjoy their river and have even more reasons to feel proud of this place they call home. The second goal is to draw visitors to the communities along the waterway, and offer them enough reasons to extend their stay, as well as return, so that the area can benefit from increased tourism and subsequent business development. Motion by PRESCOTT, second by SUNDQUIST, to authorize the East Central ITBEC Tourism Advisory Committee to contact the Fox-Wisconsin Heritage Parkway for possible collaboration. Motion carried.

ACTION ITEM:

- a. Accept \$5,000 From WCA for Travel Expenses: Motion by PAULY, second by SUNDQUIST, to accept \$5,000 from WCA for travel-related expenses. Motion carried.
- b. Reallocate Funds to "Other Operating Expenses" Account: Motion by PAULY, second by SUNDQUIST, to retitle the "Other Operating Expenses - 2013" as "Other Operating Expenses - 2014" and leave the \$1,000 balance in place. Motion carried.
- c. ITBEC Booth at WCA Marketplace: Motion by PRESCOTT, second by PAULY, to allocate \$200 to be designated for an equal share of the expense of having a joint ITBEC booth at the 2014 WCA Marketplace; funds to come from the East Central ITBEC Project Funds account. Motion carried.

- a. Funds for a Reprint of the "*Paddle, Pedal, Ped It*" Brochure (Formerly "*Go Outside & Play*"): Motion by PAYETTE, second by PAULY, to allocate \$4,000 to be designated for costs associated with a reprint of the *Paddle, Pedal, Ped It* brochure (Formerly "*Go Outside & Play*"); funds to come from the East Central ITBEC Project Funds account. Motion carried.
- b. Brochure Distribution: Motion by PRESCOTT, second by PAYETTE, to allocate \$400 to be designated for a newly created "Brochure Distribution" line item; funds to come from the East Central ITBEC Project Funds account. Motion carried.
- c. Website Hosting & Maintenance: Motion by PAULY, second by PRESCOTT, to allocate an additional \$500 to be designated for deposit in the existing "Website Hosting & Maintenance" line item account; funds to come from the East Central ITBEC Project Funds account. Motion carried.

TOURISM ADVISORY COMMITTEE REPORT: Lisa Pauly reported that work on the combination *Cruising & Boating* map is temporarily on hold, awaiting action by the three Lake Winnebago Counties on a joint boat launch fee sticker. The uniform permit would allow the holder to use any of the tri-county owned launch sites. If approved, this would be vital information that needs to be included. Paul Sundquist added that the Tourism Advisory Committee is looking at a focus group to map out a marketing strategy. Ralph Prescott questioned if the Committee has looked at or is considering something with snowmobiles. The Committee took this suggestion under advisement.

BUSINESS COMMITTEE REPORT: Nothing new to report.

ITEMS FOR FUTURE AGENDA: Set 2015 dues.

SET NEXT MEETING DATE: June 18, 2014 in Kewaunee County starting at 1:00 p.m.

ADJOURNMENT: Motion by PRESCOTT, second by SUNDQUIST, to adjourn at 2:18 p.m. Motion carried.

2015 EAST CENTRAL ITBEC DUES

Winnebago	\$11,000
Outagamie	\$11,000
Sheboygan	\$7,800
Fond du Lac	\$6,500
Manitowoc	\$5,100
Calumet	\$2,600
Waushara	\$2,313
Green Lake	\$2,075
Kewaunee	\$1,400