
EAST CENTRAL ITBEC BOARD

Wednesday, March 4, 2015

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: Paul Sundquist, Winnebago County; Lisa Pauly and Brenda Schneider, Fond du Lac County; Ralph Prescott and Dena Mooney, Calumet County; Matt Payette and Ken Tebon, Kewaunee County. **EXCUSED:** Wendy Hielsberg, Winnebago County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

APPROVAL OF JANUARY 14, 2015 MINUTES: Motion by PRESCOTT, second by PAULY, to approve the January Board minutes as printed. Motion carried, Ms. Schneider abstaining.

CHAIR'S REMARKS: Chair Sundquist commented on the possible rebranding exercise as being a tool that the East Central ITBEC can use to sharpen its focus and continue showing the results of regional collaboration.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: The Rail Transit Commission has submitted a revised application for 50 dedicated forest product cars. The grant total was pared down to \$5 million. The frac sand boom has had some trickle down impacts in Western Wisconsin, especially with the shipment of road salt into the state. Another factor affecting that area is the lack of adequate coal inventories at power plants. The Canadian oil fields are using tanker trains heavily, which has reduced the number of coal trains.
- b. Wisconsin Ag Tourism Association: WATA has recently hired an executive director. There will be a Luv-R-Ag Summit on March 30 & 31, 2015 at Ho-Chunk Casino & Conference Center in Baraboo. Additional information is available online at www.Luv-R-AgSummit.com.

FINANCIAL REPORT: Bill Korrer reported that there is an undesignated fund balance of \$20,590.46 coming into today's meeting. Motion by PRESCOTT, second by SCHNEIDER, to accept the financial report. Motion carried.

ACTION ITEMS:

- a. WIGCOT Expenses: Motion by MOONEY, second by PRESCOTT, to allocate funds to be designated to reimburse East Central ITBEC Board members for direct expenses resulting from attendance at the 2015 Governor's Conference on Tourism. Direct expenses are the registration fees (receipt required), lodging (at the conference rate - receipt required), meals (detailed receipt required), and mileage (at the federal reimbursement rate). Funds would come from the \$5,000 travel expense funds from WCA; and if those funds are depleted, from the East Central ITBEC Project Funds Account. Motion carried.
- b. Luv-R-Ag Summit Expenses: Motion by PRESCOTT, second by PAYETTE, to allocate funds to be designated to reimburse East Central ITBEC Board members for direct expenses resulting from attendance at the 2015 Luv-R-Ag Summit. Direct expenses are the registration fees (receipt required), lodging (at the conference rate - receipt required), meals (detailed receipt required), and mileage (at the federal reimbursement rate). Funds would come from the \$5,000 travel expense funds from WCA; and if those funds are depleted, from the East Central ITBEC Project Funds Account. Motion carried.

DISCUSSION/DECISION - Strategic Planning Session: Lisa Pauly shared two RFPs for conducting a strategic planning session that would focus on marketing strategies. The Board reviewed the two proposals. Motion by PRESCOTT, second by PAULY, to accept the proposal from Pilch & Barnet to conduct the strategic planning session at a cost of \$7,500. Motion carried.

TOURISM RELATED PROJECTS:

- a. Fishing Brochure Reprint: Lisa Pauly said that she has five cases of the fishing/cruising maps with her if anybody needs some.
- b. Taste of the Lakes Reprint: Consensus is to add a "coffee shop" category during the touching up of the brochure.
- c. Strategic Plan for Marketing: As mentioned above, the wheels are in motion on this subject.
- d. Unique Your Trip - Possibly Combine with Another Brochure?: This item has historically been a slow mover, so other projects will be looked at before a lot of effort goes into this one.
- e. Antiquing/Collectables/Crafts Brochure: No action taken today.
- f. Winter Promotion - Ice, Sturgeon: The Fond du Lac CVB just had wonderful success with their ice sailing event.
- g. Winnebago Waterways: There isn't really anything happening regarding this topic, so the Board requested it be pulled from future agendas.

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- h. Fox-Wisconsin Heritage Parkway: There is a related meeting coming up in May at High Cliff Supper Club regarding waterfront development.
- i. Chicago Boat Show: Paul Sundquist wondered if a joint effort with the Department of Tourism, as in the past, was possible. This would be the power boat show held at McCormick Place.
- j. Future Projects: Nothing new came out of today's meeting.

ITEMS FOR FUTURE AGENDA: Remove Fishing Brochure Reprint, Fox-Wisconsin Parkway, and Winnebago Waterways. Add item regarding work where you play type of promotion.

SET NEXT MEETING DATE: A Doodle will be used to select the next meeting date, which will be sometime after April 14, 2015.

ADJOURNMENT: Motion by PAULY, second by SCHNEIDER, to adjourn at 2:50 p.m. Motion carried.