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EAST CENTRAL ITBEC BOARD

Wednesday, April 4, 2012

Winnebago County Administrative Office
Oshkosh, WI

MINUTES

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

ROLL CALL: Stan Kline, Winnebago County; Kelly Nieforth and Ralph Prescott, Calumet County; Matt Payette, Kewaunee County; and Citizen Member Paul Sundquist. **EXCUSED:** David Albrecht, Winnebago County. **ABSENT:** Dave Mayer, Kewaunee County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jerry Bougie, Winnebago County; Lisa Pauly, Fond du Lac CVB.

APPROVAL OF JANUARY 18, 2012 MINUTES: Motion by PRESCOTT, second by NIEFORTH, to approve the January 18, 2012 minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Kline noted that this may well be the last meeting of everybody in this group; the county organizational meetings will be April 17, 2012 and committee and board assignments for the next two years will be made. Chair Kline stated it has been a pleasure working with everybody.

PROJECT DIRECTOR'S REPORT:

- a. WCA District Meeting - May 1, 2012: The WCA East Central District meeting will be held on May 1, 2012 at Blue Harbor Resort in Sheboygan starting at 9:00 a.m.
- b. Northern Railroad Consortium: At the last Consortium meeting, most of the Wisconsin Counties said they would have their resolutions to the NCWRPC by the end of April. Those are Price, Rusk, Oneida, Vilas, Forest, Lincoln, Florence, and Marinette Counties. The Consortium would like to get Barron and Sawyer Counties and maybe, Iron County (WI), in the Commission. They will also be adding as ad hoc members Gogebic, Iron, Marinette Counties in the U.P. There was a presentation from a short-line railroad highly interested in operating from Cameron to Hermansville, MI and building the business. Progressive Rail is over in Chippewa Falls and runs trains up to Chetek and Rice Lake. They are part of a conglomerate that operates only short-line rail not unit train rail. Rusk County reported that the CN was still considering their plan to update a few miles of track west of Ladysmith if they can get State funds.

LYNDA BRAGSTREET
DIRECTOR OF ADMINISTRATION & FINANCE

JON HOCHKAMMER
DIRECTOR OF INSURANCE OPERATIONS

JOHN REINEMANN
LEGISLATIVE DIRECTOR

J. MICHAEL BLASKA
DIRECTOR OF PROGRAMS & SERVICES

MARK D. O'CONNELL, EXECUTIVE DIRECTOR

- c. Annual Statewide ITBEC Conference Planning: Bill Korrer told the Board that it appears that the Annual Statewide ITBEC Conference may have run its course. There is pressure to hold the conference at a privately owned, taxpaying property. Northwest ITBEC members are not happy with the tribal position opposing the iron ore mining bill. Added to that is the question of perhaps spending the dollars spent to send members to the conference on projects instead. Mr. Korrer is working with a planning committee to review options and provide some direction on keeping the current format or look into another type of conference.
- d. Northeast Wisconsin Global Trade Conference Follow-Up: At the Governor's Tourism Conference in early March, there was a breakout session to follow up on the Northwoods Economic Development Summit held in Minocqua last December. Sarah Klavas of the Department of Tourism moderated a discussion on issues of concern to the Northwoods. Out of that breakout, a committee was formed to try to address the eight priority items identified in the breakout. There are two North Central ITBEC members on the committee. There is also a member of the Northwest ITBEC on that committee.

DISCUSSION/DECISION - Membership Incentive Proposal: Bill Korrer opened the discussion by giving background on the Tourism Committee's desire to try and bring Fond du Lac County back into the East Central ITBEC because of the pending reprint of the "Cruising the Lake" map. Matt Payette explained that the Committee was comfortable with a reduced membership fee (dues) for 2012 if there is a commitment for 2013 membership. This would be to any interested county, not just Fond du Lac. Kelly Nieforth questioned how this would be enforced. Bill Korrer suggested that a MOU could be used stating that the submittal of the 2012 funds constituted a commitment for 2013. A worst case scenario could mean going to small claims court to recover the amount due. Lisa Pauly, from the Fond du Lac CVB, indicated that the FDL CVB is willing to make the financial commitment if their discussions with Fond du Lac County are not successful. Motion by PRESCOTT, second by PAYETTE, to adopt a "membership incentive" program for the remainder of 2012 consisting of two parts: payment of 25% of the 2012 East Central ITBEC dues amount; and a commitment of full East Central ITBEC membership dues for 2013. Motion carried.

FINANCIAL REPORT: Bill Korrer said that Calumet, Kewaunee, and Winnebago Counties have paid the 2012 dues invoices. There is currently an undesignated fund balance of \$15,925.22 at this time. Mr. Korrer suggested that additional funds be added to the "website maintenance and hosting" line item. Motion by PRESCOTT, second by NIEFORTH, to transfer \$381.50 from the Project Funds account to the "Website Maintenance & Hosting" line item account; making a total of \$600.00. Motion carried.

TOURISM COMMITTEE REPORT: East Central ITBEC Tourism Committee Chair Paul Sundquist reported that the primary project at this time is reprinting the *Cruising* map. The situation with Fond du Lac County's membership status has been a slight delay, but not insurmountable. The next showing of the Discover Wisconsin show will be the weekend of June 9, 2012 with the final airing the weekend of January 5, 2013. Chair Sundquist added that the Committee is exploring the possibility of attending sports shows, either alone or with partners.

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BUSINESS COMMITTEE REPORT: There has not been any activity of the Business Committee since the last meeting.

ITEMS FOR FUTURE AGENDA: Nothing new was suggested at today's meeting.

SET NEXT MEETING DATE: June 5, 2012 in Oshkosh starting at 1:00 p.m.

ADJOURNMENT: Motion by SUNDQUIST, second by NIEFORTH, to adjourn at 2:13 p.m. Motion carried.