

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

Wednesday, November 6, 2013

Kewaunee County Highway Department  
Kewaunee, WI 54216

**MINUTES**

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

**CALL TO ORDER:** East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the joint committee meeting to order at 1:37 p.m.

**ROLL CALL:** Paul Sundquist, Winnebago County (Tourism Advisory); Matt Payette, Kewaunee County (Tourism Advisory & Business); Julie Schmelzer, Calumet County (Tourism Advisory & Business). **EXCUSED:** Lisa Pauly (Tourism Advisory) and Brenda Schneider (Business), Fond du Lac County; Bill Roh, Winnebago County (Business); Wendy Hielsberg, Winnebago County (Tourism Advisory). **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

**APPROVAL OF SEPTEMBER 17, 2013 TOURISM ADVISORY & BUSINESS COMMITTEE JOINT MEETING MINUTES:** Motion by SCHMELZER, second by PAYETTE, to approve the Joint Committee Minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Committee Chair Sundquist thanked those present for their contributions towards regional collaboration that is the foundation of the ITBEC recipe for success.

**PROJECT DIRECTOR'S REPORT:**

- a. Wisconsin Association of Convention and Visitors Bureaus Annual Fall Tourism Convention (November 7 & 8, 2103): Bill Korrer reminded the Committees that the WACVB Fall Tourism Conference is this week Thursday and Friday in Wisconsin Rapids. The WACVB Fall Conference has been described as a mini version of the WIGCOT Conference.

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**FINANCIAL REPORT:** Bill Korrer reported that the East Central ITBEC currently has an undesignated fund balance of \$13,522.66.

**DISCUSSION/DECISION - ITBEC Ad in 2014 Visitor Guides:** Bill Korrer said there have been inquiries if ITBEC would be placing ads in the county visitor guide for the 2014 season. Mr. Korrer said that there have not been any funds designated for that purpose or Committee approval given. Motion by PAYETTE, second by SCHMELZER, to designate up to \$500 per county (\$2,000 total) for East Central ITBEC ads in the 2014 county visitor guides, using the "General Advertising" line item as the funding source. Motion carried.

**UPDATE - Fishing Guide Reprinting:** There was nothing new to report at today's meeting.

**DISCUSSION/DECISION - Cloud Storage Options for East Central ITBEC Creative Data:** Julie Schmelzer said that the Tourism Advisory Committee had gone through and deleted duplicate files and the storage issue seems to be resolved at this time. This item can be pulled from future agendas.

**UPDATE - Taste of the Lakes Brochure Reprint:** Matt Payette said that he has a new/different butler image for the brochure and he has the updated information, but because inventory hasn't reached the critical stage he's moving slowly with his volunteer graphic artist.

**UPDATE - Go Outside & Play Brochure Reprint:** Julie Schmelzer asked the Committee about taking this piece in a different direction. The title is somewhat misleading and the brochure needs to be jazzed up a bit to increase eye appeal which translates into more pieces being picked up and used. With all the water, paddling should be included in the new "trended up" outdoor recreation piece. A possible title could be *Paddle, Pedal, Ped It* for the multi-season brochure. Motion SCHMELZER, second by PAYETTE, to approve up to \$100 for designing a logo, funds to come from the "Professional Services" line; and to ask the Board to allocate \$4,000 to be designated for printing. Motion carried.

**DISCUSSION/DECISION - Events Calendar/What's Going On Project:** Before committing too much time or effort, there needs to be a determination if the existing electronic event calendars can be pulled together. No action was taken on this agenda item.

**STRATEGIC PLAN FOR MARKETING PROGRAM:** Wendy Hielsberg will be contacted to see if a date can be scheduled.

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**DISCUSSION/DECISION - Participation in Fox-Wisconsin Heritage Parkway:** Julie Schmelzer explained what the Fox-Wisconsin Heritage Parkway is about and what they are trying to do. She thought an effort should be made to work with them rather than both groups going on parallel tracks towards the same goal. This will be brought to the ITBEC Board asking for authority to communicate an offer of collaboration to the Fox-Wisconsin Heritage Parkway.

**DISCUSSION/DECISION - Weigh-In on the Winnebago Waterways Project Update:** Julie Schmelzer updated the Committees on where the Winnebago Waterways project is. Right now, the discussion is centering on trying to establish uniform regulations for the county owned launch sites after a poll of 3,000 Lake Winnebago users.

**DISCUSSION/DECISION - Business Committee Projects:** Nothing new to report this meeting.

**ITEMS FOR FUTURE AGENDA:** Motorcycle marketing.

**SET NEXT MEETING DATE:** The next meeting will be the week of February 10, 2014 as determined by a Doodle poll of the members.

**ADJOURN:** Motion by SCHMELZER, second by PAYETTE, to adjourn at 3:23 p.m. Motion carried.

