

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

Wednesday, February 12, 2014

Calumet County Courthouse  
Chilton, WI

**MINUTES**

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

**CALL TO ORDER:** Chair Pro Temp Julie Schmelzer called the meeting to order at 1:17 p.m.

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

**APPROVAL OF NOVEMBER 6, 2013 JOINT TOURISM ADVISORY & BUSINESS COMMITTEE MEETING MINUTES:** Motion by PAYETTE, second by SCHMELZER, to approve the November Joint Committee Minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Pro Temp Schmelzer informed the Committees that Calumet County's supper club brochure got coverage on Fox News and the Washington Times, in addition to being recognized as the "Supper Club Capitol of the Midwest".

**PROJECT DIRECTOR'S REPORT:** Bill Korrer reminded the Committees that the East Central ITBEC By-Laws state that appointments run for the two year period concurrent with County Supervisor posts. Members will have to be reappointed by their respective counties if they are interested in continuing on ITBEC. Information on the appointments will be sent out to the County Clerks before the April 2014 County Organizational Meetings.

- 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. 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](http://www.wigcot.org).

**FINANCIAL REPORT:** Bill Korrer reported to the Committees that there is currently an undesignated fund balance of \$19,047.89. Motion by PAULY, second by SCHNEIDER, to accept the financial report. Motion carried.

**DISCUSSION/DECISION - Motorcycling Marketing:** Julie Schmelzer opened a discussion regarding the feasibility of doing motorcycle tour marketing. The Committees felt there are numerous assets to market, both to motorcycles and car clubs, but the where to market and exactly what to market are unknowns at this time. The Committees want to continue discussing the topic on future agendas.

**DISCUSSION/DECISION - Wisconsin Ag Tourism Association Membership:** Bill Korrer gave a brief background on what the Wisconsin Ag Tourism Association (WATA) is about and the low cost of membership - \$100. ITBEC Chair Stan Kline has said that he would approve the dues from the "Other Operating Expenses" line if the Committees wanted to join. Motion by PAULY, second by PAYETTE, to approve membership in WATA. Motion carried. Bill Korrer will complete the paper work and confirm with ITBEC Chair Kline's approval.

**UPDATE - Fishing Guide Reprint:** Lisa Pauly said that Fond du Lac County last night approved the uniform boat launch fee item. All three Lake Winnebago Counties have passed the ordinances that will have the uniform launch fees at county-operated boat launch sites. The final proof of the map will be sent out after the update to reflect the uniform launch fees and those ramps where it is effective.

**DISCUSSION/DECISION - Cloud Storage Options for East Central ITBEC Creative Data:** Lisa Pauly said that Dropbox charges \$99 a year for 100 GB of space; the free 5 GB Dropbox we are using is at capacity. Motion by PAULY, second by SCHNEIDER, to ask East Central ITBEC Chair Stan Kline to approve funds for upgrading the Dropbox to 100 GB. Motion carried.

**UPDATE - Taste of the Lakes Brochure Reprint:** Matt Payette said there is an adequate inventory on hand, but he will start working on the makeover.

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**UPDATE - Paddle, Pedal, Ped It (Formerly Go Outside & Play) Brochure Redesign:** Julie Schmelzer said it is surprisingly hard to find info online for the project, so please forward anything you have to her. Lisa Pauly said that she has quite a bit of biking related work going on by her.

**DISCUSSION/DECISION - Events Calendar/What's Going On Project:** The Committees discussed the pros and cons of an event calendar type of piece. A hard copy item is tough to gather info for and is almost out of date before the piece is back from the printer. An events rack was discussed, but then there's an issue with distribution and dispersal. Perhaps a blanket statement of all future printed pieces directing people to a website link is the best way to go. No final decision was made on this subject.

**FOLLOW-UP ON LINKING EVENTS CALENDARS TO TRAVEL THE LAKES.COM:** Brief discussion on the simplicity of going this route. Motion by PAYETTE, second by PAULY, to approve linking events calendars to *Travelthelakes.com* with a cost not to exceed \$600; funds to come from the "General Advertising" line. Motion carried.

**STRATEGIC PLAN FOR MARKETING PROGRAM:** Julie Schmelzer expressed her feelings that the East Central ITBEC needs a plan to do the job effectively. Motion by SCHNEIDER, second by PAYETTE, to approve researching a marketing program RFP. Motion carried. Lisa Pauly will put together a RFP

**UPDATE - Participation in Fox-Wisconsin Heritage Parkway:** Bill Korrer told the Committees that the ITBEC Board did approve investigating a partnership with the Fox-Wisconsin Heritage Parkway organization. Julie Schmelzer will make contact to gauge their interest. No action was taken by the Committees.

**DISCUSSION/DECISION - Weigh-In on the Winnebago Waterways Project Update:** Julie Schmelzer said that there are five counties around the Lake Winnebago system. Common concerns include boat launch sites and fees, noise, and aquatic hitchhiker receptacles at landings. The next likely step is to form an entity such as a lake district. There will likely be a tourism element; the question is how to interface with them. A sub-committee is one possibility.

**DISCUSSION/DECISION - Business Committee Projects:** While there isn't any new subject matter to be discussed, members were reminded that everybody has job fairs and this could be a good use of the \$500 per county economic development grant. Another thought is to possibly link up the county economic development websites with *travelthelakes.com*.

**ITEMS FOR FUTURE AGENDA:** D/D - sturgeon promotion; D/D ice promotion for 2015.

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**SET NEXT MEETING DATE:** The next meeting will be on May 6th in Winnebago County starting at 1:00 p.m.

**ADJOURN:** Motion by PAULY, second by SCHNEIDER, to adjourn at 2:46 p.m. Motion carried.