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

Thursday, June 2, 2011

Becket's Restaurant
Oshkosh, WI

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Committee Chair Paul Sundquist called the joint meeting to order at 1:30 p.m.

ROLL CALL: Paul Sundquist (Tourism Committee), Winnebago County; Matt Payette (Tourism & Business Committees), Kewaunee County; Julie Heuvelman (Tourism & Business Committees), Calumet County; Bill Roh (Business Committee), Winnebago County. **STAFF:** Dave Dumke & Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representatives. **OTHERS:** Arlene Schmuhl.

APPROVAL OF APRIL 6, 2011 MINUTES: Motion by ROH, second by PAYETTE, to approve the April 6, 2011 Committee minutes as printed. Motion carried.

CHAIR'S REMARKS: Tourism Committee Chair Sundquist stated that the group has it's work cut out for them. Chair Sundquist said that tourism promotion doesn't really cost chambers or municipalities, it pays dividends on the investment. On behalf of the Committees, Chair Sundquist thanked Dave Dumke for his contributions to the East Central ITBEC over the years and wished him well on his upcoming retirement.

PROJECT DIRECTOR'S REPORT: Dave Dumke told the Committees that the shifts in both Federal and State grant programs mean awards will likely be in the form of block grants, rather than individual awards.

- a. Wisconsin Ability Network: Dave Dumke told the Committees that the objective of the Wisconsin Ability Network is to find contracts for workshops to reduce their dependence on tax dollars for operating expenses. RFW, the statewide workshop association, has hired Capital Consultants as their lobbyists. With the changeover in Wisconsin, the State Use Board has lost their staffer and because of that, will probably come under the new Department of Commerce as part of the effort to create more jobs in the state. New appointments to the State Use Board will strengthen the ties to Commerce.

- b. **Budget Repair Bill:** The uncertainty over the collective bargaining language has everybody reacting differently. Some local governments are extending contracts without change and other units have received concessions from unions that closely mirror the changes proposed by Governor Walker. In all likelihood, the issue will be decided in the courts. However, Republican legislative leaders have said that if the judicial process gets delayed, they will include the collective bargaining language in the 2011 - 2013 budget bill. WCA's legislative staff believe the 2011 - 2013 budget will go to a vote before the recall elections in July. The budget writing Joint Finance Committee is working on the 2011 - 2013 biennium budget which contains an additional two million dollars for tourism promotion. This is significant because most other state agencies had to take overall reductions in their budgets. Mr. Korrer urged members to contact their state representatives and voice their opinions on the additional tourism monies. Mr. Korrer also shared a letter from Door County Administrator Mike Serpe urging the addition of a levy freeze exemption for governmental economic development funds.
- c. **Annual Statewide ITBEC Conference:** Dave Dumke summarized the ITBEC Conference agenda for the Committees. A "save the date" flyer was distributed to the Committees listing the room block and cutoff dates for lodging.

Financial Report: Bill Korrer told the Committees that they have an undesignated fund balance of \$2,229.26 as of May 26, 2011. The East Central ITBEC Board has kept the 2012 dues the same as 2011.

DISCUSSION/DECISION - Expanding East Central ITBEC Membership: Bill Korrer informed the Committees that his contact at the Tourism Conference with Lisa Pauly from the Fond du Lac CVB about renewed interest in the East Central ITBEC was a good sign. Julie Heuvelman said she has some upcoming meetings and would try and recruit some of the neighboring counties.

DISCUSSION/DECISION - Retaining Professional Services: Paul Sundquist pointed out that the East Central ITBEC is an umbrella organization for the area and can not be totally dependent on counties or CVBs for assistance with projects. The East Central ITBEC Board has approved \$2,000 for contracted professional services.

Motion by HEUVELMAN, second by ROH, to contract with Arlene Schmuhl at the rate of \$25 per hour for assistance on revisions to the "Cruising the Lake" map. Motion carried. Motion by HEUVELMAN, second by SUNDQUIST, to contract with Arlene Schmuhl at a rate of \$25 per hour to manage social network updates. Motion carried. Motion by HEUVELMAN, second by ROH, to contract with Arlene Schmuhl at a rate of \$25 per hour to manage updating the www.travelthelakes.com website. Motion carried.

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East Central ITBEC Tourism & Business Committees Joint Meeting Minutes

June 2, 2011

DISCUSSION/DECISION - Reprint of *Cruising* Map: Quotes for reprinting the “Cruising” map were \$3,022 for 6,000 copies and \$2,418 for 3,000 copies. Julie Heuvelman will approach Fond du Lac County and Manitowoc County regarding their possible participation on the map.

Motion by HEUVELMAN, second by PAYETTE, to approve purchasing 6,000 reprints of the Cruising the Lake Winnebago System maps at a cost not to exceed \$3,800.00. Motion carried.

Motion by HEUVELMAN, second by PAYETTE, to include Fond du Lac County and/or Manitowoc County on the map reprint if they commit to joining for 2012. Motion carried.

TOURISM COMMITTEE PROJECTS UPDATE: All the Tourism Committee projects were addressed by agenda items today.

BUSINESS COMMITTEE PROJECTS UPDATE: Nothing new to report.

ITEMS FOR FUTURE AGENDA: There were not any suggested future agenda topics today.

SET NEXT MEETING DATE: If needed, the next meeting will be on August 23, 2011 starting at 12:45 p.m. in Oshkosh.

ADJOURN: Motion by HEUVELMAN, second by ROH, to adjourn at 3:04 p.m. Motion carried.