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

Wednesday, March 14, 2012

Becket's Restaurant
Oshkosh, WI

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the joint meeting to order at 1:00 p.m.

ROLL CALL: Tourism Advisory Committee Member Paul Sundquist, Winnebago County; Business Committee Member Bill Roh, Winnebago County; Tourism Advisory and Business Committee Members Kelly Nieforth, Calumet County; Matt Payette, Kewaunee County.

STAFF: Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

OTHERS: Arlene Schmuhl, Professional Services Coordinator; Lisa Pauly, Fond du Lac Area Convention and Visitors Bureau.

APPROVAL OF OCTOBER 11, 2011 MINUTES: Motion by NIEFORTH, second by SUNDQUIST, to approve the October 11, 2011 meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: Tourism Advisory Committee Chair Sundquist shared the Department of Tourism's visitor spending report with the Committees and noted the success that the ITBEC member counties had compared to their non-member neighbor counties. Chair Sundquist observed that there is strength in numbers and the spending reflects that. Chair Sundquist took the opportunity to welcome Lisa Pauly from the Fond du Lac CVB back to the group and explained that the Tourism Advisory Committee is getting close to a reprint of the *Cruising The Lake Winnebago System* map and having Fond du Lac back in would make the promotional piece complete. Ms. Pauly thanked the Committee for the invitation and did say in the middle of her budget year, dollars are hard to come by.

PROJECT DIRECTOR'S REPORT:

- a. Annual Statewide ITBEC Conference: Bill Korrer told the Committees that he, along with the Planning Committee volunteers, weren't able to get together at the Tourism Conference as hoped. Things are still up in the air.
- b. Recall Elections: Bill Korrer told the Committees that the GAB is looking at a primary (if necessary) on May 8th and the general recall election on June 5th. If there isn't a primary, the general recall election will be May 8th.
- c. Rail Consortium: At last consortium meeting, most of the Wisconsin counties said they would have their resolutions to the NCWRPC by the end of March. 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.
- d. Northeast Wisconsin Global Trade Conference: Bill Korrer reminded the Committees that the date for the Northeast Wisconsin Global Trade Conference is Tuesday, April 3, 2012 at the Radisson Paper Valley Hotel in Appleton.

PROFESSIONAL SERVICES CONTRACTOR ACTIVITY REPORT: Arlene Schmuhl said that right now she's "in a holding pattern" waiting to see if Fond du Lac will be in or out.

DISCUSSION/DECISION - Chicago Boat Show: Chair Sundquist said that in the past, the East Central ITBEC has had a presence at the Chicago Boat Show and wondered if this is something the Tourism Advisory Committee is interested in revisiting. Kelly Nieforth said that she had talked with David Spiegelberg from the Department of Tourism and they are probably bringing back the sports show partnership program. A fallback position would be to partner with local businesses or other groups to have a presence at the show.

DISCUSSION/DECISION - Discover Wisconsin Show Promotion: Kelly Nieforth told the Committees that the second airing of their Discover Wisconsin show will be the weekend of June 9th and questioned if the ITBEC wanted to do some sort of promotion for it. The Committees felt there would be little gained by a promotion for the second airing of the show.

Page Three

East Central ITBEC Tourism Advisory and Business Committee Minutes
March 14, 2012

FINANCIAL REPORT: Bill Korrer shared the March 2012 financial report with the Committees. At the present time, Kewaunee and Calumet Counties have sent in their 2012 dues. Currently, there is an undesignated fund balance of \$4,925.22.

UPDATE - EXPANDING EAST CENTRAL ITBEC MEMBERSHIP: The Committees discussed options to try and entice neighboring counties, like Fond du Lac, to join the East Central ITBEC. After some discussion, Matt Payette suggested offering reduced dues for 2012 contingent upon a full membership (full dues) in 2013. A figure of 25% of the 2012 dues was decided on. So for example, Fond du Lac County with a commitment of \$6,500 for 2013 would be allowed to participate in 2012 for \$1,625. The proposal needs final approval by the East Central ITBEC Board before it can be publicized.

UPDATE - REPRINT OF *CRUISING THE LAKE WINNEBAGO SYSTEM* MAP: Committee Chair Sundquist said that a new quote for the "*Cruising*" map printing is \$3,020 for 6,000 copies. No further action was taken awaiting an indication from Fond du Lac County on their participation.

FISHING GUIDE UPDATE: Kelly Nieforth said that this piece will need to be reprinted in the near future. Hopefully there will be enough to get through the summer.

TOURISM ADVISORY COMMITTEE PROJECTS UPDATE: Kelly Nieforth stated that any of the Tourism Advisory Committee projects whose status changed were discussed under other agenda topics.

BUSINESS COMMITTEE PROJECTS UPDATE: Business Committee Chair Bill Roh informed the Committees that there is nothing new on their front.

ITEMS FOR FUTURE AGENDA: Cruising reprint; Chicago Boat Show.

SET NEXT MEETING DATE: The next joint Committee meeting will be set at the Board meeting, April 4, 2012.

ADJOURN: With all business being concluded, Chairs Roh and Sundquist declared the joint meeting adjourned.