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## **EAST CENTRAL ITBEC BOARD OF DIRECTORS**

Friday, October 28, 2022  
Noon

Fond du Lac CVB  
Boardroom  
23 S. Main Street  
Fond du Lac, Wisconsin

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes of August 26, 2022 Meeting
4. Election of Officers
5. Financial Report
6. Discussion with Regard to Development of the 2023 East Central ITBEC Budget
7. Creation of a Marketing Plan for 2023
  - a. Insertion in Travel Wisconsin's 2023 Official Travel Guide
  - b. 2023 Travel Wisconsin Co-op Program
  - c. Other Marketing Opportunities
8. Endless Shores of Wisconsin Website
  - a. Website Analytics
  - b. Website Maintenance
9. Consideration of Early Payment of Third Installment to Discover Mediaworks, Inc. for the Production of Discover Wisconsin Television Series Episode Featuring East Central ITBEC

10. Bylaws Review

11. Set Meeting Schedule for Remainder of 2022 and 2023

12. Adjourn