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

Friday, March 24, 2023  
**11:30 a.m.**  
**(Note Change in Starting Time)**

Oshkosh Convention & Visitors Bureau  
100 N. Main St., Suite 112  
Oshkosh, Wisconsin

### **AGENDA**

1. Call to Order
2. Roll Call
3. Chair's Remarks
4. Approval of Minutes of the January 27, 2023 Meeting
5. Financial Report
6. Review of 2023 East Central ITBEC Budget and Marketing Plan
7. Discussion Regarding Strategic Direction of Endless Shores of Wisconsin
  - a. Strategic Plan – Mission and Purpose
  - b. Website and Social Media Presence
  - c. Identification of Key Partners
  - d. Development of Key Performance Indicators
8. Next Meeting Date and Location
9. Adjourn