

EAST CENTRAL ITBEC BOARD

Wednesday, March 23, 2016
1:00 p.m.

Fond du Lac Convention & Visitors Bureau
171 S. Pioneer Road
Fond du Lac, WI 54935

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of March 2, 2016 Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Rail Transit Commission
 - b. Wisconsin Ag Tourism Association
 - c. WCA District Meeting - May 3, 2016
 - d. COWS Schedule
6. Financial Report
7. Discussion/Decision - Next Phase Marketing Plan Contractor
 - a. Meet with *Sage* Personnel
8. Update - Asset Assessment Information Review Status

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9. Discussion/Decision - FAM Tour Opportunities
10. Tourism Related Projects
 - a. Taste of the Lakes Reprint
 - b. Unique Your Trip - Possibly Combine with Another Brochure?
 - c. Antiquing/Collectables/Crafts Brochure
 - d. Winter Promotion - Ice, Sturgeon
 - e. Fox-Wisconsin Heritage Parkway
 - f. Future Projects
11. Items for Future Agenda
12. Set Next Meeting Date
13. Adjournment