

EAST CENTRAL ITBEC BOARD OF DIRECTORS

April 18, 2023

Meeting via Zoom

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 1:16 p.m.

ROLL CALL: PRESENT: Jason Pausma, Calumet County Community Economic Development; Lisa Pauly Lefeber, Fond du Lac Area CVB; Paul Sundquist, Winnebago County; and Doug Nelson, Winnebago County. **EXCUSED:** Joel Clark, Calumet County. **ABSENT:** Scott Rodman, Fond du Lac County. **OTHERS PRESENT:** Amy Albright, Oshkosh CVB and David Spiegelberg, Wisconsin Department of Tourism/Travel Wisconsin. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Nelson, second by Pauly Lefeber, to approve the minutes of the January 27, 2023 and March 24, 2023 meetings. Motion carried.

CHAIR'S REMARKS: Chair Sundquist discussed the benefits of regional tourism promotion. He thanked David Spiegelberg for attending the meeting.

DISCUSSION REGARDING STRATEGIC DIRECTION OF THE EAST CENTRAL ITBEC: David Spiegelberg shared his thoughts on how the East Central ITBEC can complement the work of the destination marketing organizations (DMOs) within the three ITBEC counties:

- Have a portal website that leads users to DMO websites
- Look at points of parity within the area – a common denominator is Lake Winnebago
- Focus on a few assets well
- Focus on the lake experience, supper clubs, agricultural tourism
- Develop specific tactics with regard to assets
- Attend key events – shows, media outreach (influencers)

Committee members discussed work done several years ago by the East Central ITBEC to identify its top five assets:

- Big waters
- Outdoor adventures
- Food and drink

- Ag tourism
- Arts and culture

Mr. Spiegelberg indicated a destination assessment process (or exercises from one) could be completed to fine tune what the ITBEC learned about the five top assets in the past. He also discussed the need to develop marketing tactics once the topic assets the board chooses to focus on are identified. Marketing options include participating in the state co-op program – co-op advertising, media/PR, fam tours, boat shows, etc.

The board decided to focus on big waters, food and drink, and ag tourism. The board also decided to work on redesigning its website to serve as a portal to area DMO websites (Great Lakes USA, Wisconsin Harbor Towns, Driftless Wisconsin could be used as models). Mr. Spiegelberg will provide information on the state's co-op opportunities.

The next meeting should be in person – board members will discuss the creation of a website that will tell a good story.

ADJOURN: Motion by Nelson, second by Pauly Lefebber, to adjourn. Motion carried.