



EAST CENTRAL ITBEC BOARD OF DIRECTORS

June 2, 2023

Destination Lake Winnebago/Fond du Lac Area CVB
Fond du Lac, Wisconsin

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 12:10 p.m.

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

APPROVAL OF MINUTES: Motion by Nelson, second by Pauly Lefeber, to approve the minutes of the April 18, 2023 meeting. Motion carried.

CHAIR'S REMARKS: Chair Sundquist discussed the benefits of regional tourism promotion. He indicated that Endless Shores should work on better ways to market the region.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf provided the financial report. Based on the financial report dated May 25, 2023 total revenue for 2023 is \$20,101.20; total expenses paid in 2023 were \$7,239.93; the ITBEC account balance is \$45,186.51.

DISCUSSION ON WEBSITE REDEVELOPMENT: The board discussed website redevelopment as a top priority. The goal is to create a portal website with a few topics highlighted (separate buttons) that will then contain links to tourism websites in the three counties that make up the East Central ITBEC. The new site is intended to lessen the burden with regard to updates while maintaining up-to-date information from the three counties. The board also discussed modifying its marketing name to better reflect the area. The board agreed to use Endless Shores of Lake Winnebago for marketing purposes. Jason, Lisa, Amy and Sarah will set up a meeting with wisnet to discuss pricing for the new look of the website.

DISCUSSION ON EAST CENTRAL ITBEC PARTICIPATION IN THE DEPARTMENT OF TOURISM CO-OP PROGRAM: David Spiegelberg discussed opportunities the ITBEC could take advantage of to buy into existing programs e.g., PR and media co-op. He also discussed a potential partnering opportunity with the National Geocaching Association.

DEPARTMENT OF TOURISM/TRAVEL WISCONSIN REPORT: David Spiegelberg reported on the following: tourism economic impact report to come out next week (2022 spending) and the US Travel Association and Brand USA's IPW trade show – will be in Chicago in 2025.

SET NEXT MEETING DATE: The July 28 meeting was canceled due to the EAA. The next meeting will take place once there is information from wisnet on the cost of the website update.

ADJOURN: Motion by Nelson, second by Pauly Lefeber, to adjourn. Motion carried. The meeting adjourned at 1:41 p.m.