

EAST CENTRAL ITBEC BOARD OF DIRECTORS

September 1, 2023

Calumet County Courthouse
Chilton, Wisconsin

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 12:07 p.m.

ROLL CALL: PRESENT: Jason Pausma, Calumet County; Lisa Pauly Lefebber, Fond du Lac County; Scott Rodman, Fond du Lac County; Paul Sundquist, Winnebago County; and Doug Nelson, Winnebago County. **ABSENT:** Joel Clark, Calumet County. **OTHERS PRESENT:** Rick Sense, Calumet County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Pauly Lefebber, second by Pausma, to approve the minutes of the June 2, 2023 meeting. Motion carried.

CHAIR'S REMARKS: Chair Sundquist discussed the benefits of regional cooperation with regard to tourism and the per capita cost per county to maintain membership in the ITBEC.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report. The report, dated August 28, 2023, shows 2023 revenue of \$20,102.25; total expenses paid in 2023 of \$8,104.82; an account balance of \$44,322.67; total expenses approved but not paid of \$6,700.18; and total unallocated revenue of \$37,622.49.

DISCUSSION AND CONSIDERATION OF WEBSITE DESIGN AND DEVELOPMENT PROPOSAL: The board reviewed the proposal from wisnet, forwarded by the subcommittee, to streamline and organize the Endless Shores website to a portal site with links to partner sites. The website design and development proposal has three phases at a total cost of \$13,000. Motion by Pauly Lefebber, second by Rodman, to allocate \$13,000 for website design and development. Motion carried.

DISCUSSION AND CONSIDERATION OF SOCIAL MEDIA DEVELOPMENT PROPOSALS: wisnet also submitted a proposal for SEO/social media management. The board discussed the issuance of RFPs, as well as timing – tied to the completion of the website. No action was taken on the proposal.

CONSIDERATION OF PAYMENT OF INVOICE – LAKE WINNEBAGO REGION

AREA GUIDE: The board discussed the use of print ads and what publications were available in each county. The board agreed to discuss print ads as part of its budget discussion at its next meeting.

CONSIDERATION OF DUES ALLOCATIONS FOR 2024: Motion by Nelson, second by Pausma, to set 2024 dues levels at 2023 amounts: \$2,600 for Calumet County; \$6,500 for Fond du Lac County; and \$11,000 for Winnebago County. Motion carried.

PRELIMINARY BUDGET FOR 2024: The board reviewed a proposed budget for 2024. The board agreed to discuss the 2024 budget at its next meeting, pending projected membership dues for 2024.

SET NEXT MEETING DATE: Based on schedule conflicts with board members, the regularly scheduled September 29 meeting was moved to September 22. Winnebago County is scheduled to serve as the host.

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