



## EAST CENTRAL ITBEC BOARD OF DIRECTORS

October 28, 2022

Fond du Lac Convention & Visitors Bureau  
Fond du Lac, Wisconsin

### MINUTES

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

**ROLL CALL: PRESENT:** Joel Clark, Calumet County; Scott Rodman, Fond du Lac County; Lisa Pauly Lefebber, Fond du Lac Area CVB; Paul Sundquist, Winnebago County; and Doug Nelson, Winnebago County. **EXCUSED:** Mary Kohrell, Calumet County Community Economic Development. **WCA STAFF:** Sarah Diedrick-Kasdorf.

**APPROVAL OF MINUTES:** Motion by Pauly Lefebber, second by Clark, to approve the minutes of the August 26, 2022 meeting. Motion carried.

**ELECTION OF OFFICERS:** The floor was opened for nominations for chair of the East Central ITBEC board. Paul Sundquist was nominated. Motion by Clark, second by Nelson, to close nominations and cast a unanimous ballot for Paul Sundquist as East Central ITBEC chair. Motion carried. The floor was opened for nominations for vice chair of the East Central ITBEC board. Lisa Pauly Lefebber was nominated. Motion by Nelson, second by Clark, to close nominations and cast a unanimous ballot for Lisa Pauly Lefebber as East Central ITBEC vice chair. Motion carried.

**FINANCIAL REPORT:** Sarah Diedrick-Kasdorf reviewed with board members the financial report dated October 24, 2022. The board does not anticipate any additional expenditures for 2022.

**DISCUSSION WITH REGARD TO DEVELOPMENT OF THE 2023 EAST CENTRAL ITBEC BUDGET:** Sarah Diedrick-Kasdorf will work with Lisa Pauly Lefebber, Mary Kohrell, and Amy Albright on 2023 budget development. The 2023 budget will be presented to the board at its January meeting.

**CREATION OF A MARKETING PLAN FOR 2023:** Sarah Diedrick-Kasdorf explained that while the 2023 marketing plan will be discussed as part of the 2023 budget, decisions need to be made now with regard to participation in Travel Wisconsin programs. The ad close date for

insertions in Travel Wisconsin's 2023 Official Travel Guide is October 28. Motion by Pauly Lefebber, second by Clark, to purchase a full page ad at a cost of \$5,405 in the 2023 Travel Wisconsin's Official Travel Guide. Motion carried. Lisa Pauly Lefebber will work on the contract and provide ad materials by the November 4 deadline. Publication and billing will be March 2023.

Travel Wisconsin's 2023 Co-op Opportunities registration opens on November 9, 2022 at 11:00 a.m. Motion by Pauly Lefebber, second by Nelson, to authorize expenditures not to exceed \$6,600 for the co-op program in 2023 - \$4,800 for the traveler email and \$1,800 for the social media co-op program. Motion carried.

**ENDLESS SHORES OF WISCONSIN WEBSITE:** Board members discussed website analytics and website maintenance. Sarah Diedrick-Kasdorf will reach out to Brian Kolstad at WisNet.

**CONSIDERATION OF EARLY PAYMENT OF THIRD INSTALLMENT TO DISCOVER MEDIWORKS, INC, FOR THE PRODUCTION OF DISCOVER WISCONSIN TELEVISION SERIES:** Sarah Diedrick-Kasdorf explained that the 2022 East Central ITBEC budget set aside \$13,000 for a payment to Discover Mediaworks for the Discover Wisconsin show on the Endless Shores of Wisconsin. In investigating why a bill was not received to date it was discovered that the final payment is not due until May 1, 2023. Staff recommends paying off the contract early as funding was budgeted in 2022. Motion by Pauly Lefebber, second by Clark, to pay the final installment of the Discover Mediaworks contract in 2022 as opposed to 2023. Motion carried.

**BYLAWS REVIEW:** Sarah Diedrick-Kasdorf indicated that work is continuing on the bylaws update.

**SET MEETING SCHEDULE FOR REMAINDER OF 2022 AND 2023:** Board members agreed to meet the last Friday of every other month with the exception of November and December. The next meeting will be held in Calumet County in January 2023.

**ADJOURN:** Chair Sundquist adjourned the meeting at 2:01 p.m.