

EAST CENTRAL ITBEC BOARD OF DIRECTORS

January 27, 2023

Sherwood Village Hall
Sherwood, Wisconsin

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 12:16 p.m.

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

APPROVAL OF MINUTES: Motion by Nelson, second by Clark, to approve the minutes of the October 28, 2022 meeting. Motion carried.

CHAIR'S REMARKS: Chair Sundquist discussed the benefits of marketing the region as Endless Shores of Wisconsin.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report. In 2022, revenues were \$20,104.49; expenses paid were \$20,758.07. The 2022 ending cash balance was \$32,325.24.

APPROVAL OF EAST CENTRAL ITBEC BUDGET AND MARKETING PLAN: Board members discussed the value of purchasing ads in various publications that send readers to the Endless Shores website that is in need of updating. Motion by Pauly Lefeber, second by Nelson, to approve the following 2023 budget: \$12,005 approved at the October meeting (Department of Tourism Co-op and Wisconsin Travel Guide), as well as web hosting/maintenance/domain renewal costs, travel overage, chair's account and bank charges. Motion carried.

ENDLESS SHORES OF WISCONSIN WEBSITE: Board members discussed the need to update the website. The board also discussed website maintenance on a long-term basis, as well as tying website content to social media pages and vice versa. Motion by Nelson, second by Clark, to create a subcommittee made up of tourism professionals from ITBEC counties to create an RFP seeking bids to update the Endless Shores website, as well as other social media sites. Motion carried.

BYLAWS REVIEW: ITBEC board members agreed to officially rename the ITBEC Endless Shores of Wisconsin as part of their bylaws review process. The board also discussed including a new purpose for the ITBEC in the bylaws: The purpose of Endless Shores of Wisconsin is to provide the participating counties within the region a mechanism to identify and formulate regional goals and strategies leading to improvements in the promotion of tourism, which leads to economic development, employee recruitment and retention, along with visitor economic impact.

APPROVE MEETING SCHEDULE FOR THE REMAINDER OF 2023: The board agreed on the following meeting schedule: March 24, June 2, July 28, September 29 and October 27.

ADJOURN: Chair Sundquist adjourned the meeting at 1:47 p.m.