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EAST CENTRAL ITBEC BOARD OF DIRECTORS

March 24, 2023

Oshkosh Convention & Visitors Bureau
Oshkosh, Wisconsin

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 11:42 a.m.

ROLL CALL: PRESENT: Jason Pausma, Calumet County; Paul Sundquist, Winnebago County; and Doug Nelson, Winnebago County. **EXCUSED:** Joel Clark, Calumet County. **ABSENT:** Scott Rodman, Fond du Lac County and Lisa Pauly Lefebber, Fond du Lac Area CVB. **OTHERS PRESENT:** Amy Albright, Oshkosh CVB and Hailey, Winnebago County Intern. **WCA STAFF:** Sarah Diedrick-Kasdorf.

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

APPROVAL OF MINUTES: A question was raised with regard to quorum. Four of the six members of the board need to be present for a quorum to exist. Minutes will be approved at the next meeting.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report with committee members. Revenues received to date are \$9,100 – dues from Fond du Lac and Calumet counties. Winnebago County has not yet paid its 2023 dues. Expenses paid in 2023 total \$7,196.48. The current account balance is \$34,229.35 – of that amount \$26,620.83 is unallocated.

REVIEW OF 2023 EAST CENTRAL ITBEC BUDGET AND MARKETING PLAN: Sarah Diedrick-Kasdorf shared with board members the 2023 budget as adopted, including expenditures paid to date.

DISCUSSION REGARDING STRATEGIC DIRECTION OF ENDLESS SHORES OF WISCONSIN: Based on the discussion at the January meeting, board members were asked to think about the strategic direction of the ITBEC moving forward. Concern was expressed with regard to the level of spending on advertising that directs individuals to an outdated website. A question was also raised with regard to whether or not we should market the region as Endless Shores of Wisconsin or something more recognizable such as Lake Winnebago Region. A letter

was distributed from the Winnebago County Executive with regard to his thoughts on the ITBEC. Board member Nelson also distributed potential ideas with regard to an overall strategy and website/social media usage. Discussion occurred on the topic of whether or not the issue is ability to update the website on a continuous basis (easy to solve) or the overall marketing strategy/messaging used in the ITBEC's advertising/marketing materials (a lengthier discussion). A request was also made to explore whether or not the ITBEC can pull back on its participation in the Department of Tourism's social media co-op program until such time as the website is updated. Based on the discussion, board staff offered to reach out to the Department of Tourism to explore available options with regard to marketing assistance. Members also requested a Zoom meeting prior to the regularly scheduled June 2 meeting to discuss options on how to move forward.

NEXT MEETING DATE AND LOCATION: Sarah will reach out to David Spiegelberg at the Department of Tourism to seek assistance and request a meeting with DOT staff and the ITBEC board via Zoom. The next regularly scheduled meeting is Friday, June 2, 2023 in Fond du Lac.

ADJOURN: Chair Sundquist adjourned the meeting at 1:25 p.m.