

EAST CENTRAL ITBEC BOARD

Thursday, January 28, 2016

Becket's Restaurant
Oshkosh, WI 54901

MINUTES

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

CALL TO ORDER: East Central ITBEC Board Chair Paul Sundquist called the meeting to order at 1:00 p.m. Chair Sundquist stated that 3 out of the 4 member counties are present, so there is a quorum and business may be conducted.

ROLL CALL: Paul Sundquist, Winnebago County; Lisa Pauly, Fond du Lac County; and Dena Mooney, Calumet County. **EXCUSED:** Dave Myers and Ken Tebon, Kewaunee County; Wendy Hielsberg, Winnebago County; Brenda Schneider, Fond du Lac County; and Ralph Prescott, Calumet County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Connie Kuehn, Connie Kuehn Designs.

APPROVAL OF JANUARY 14, 2016 MINUTES: Motion by Pauly, second by Mooney, to approve the January 14, 2016 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist said a marketing plan is always somewhat elusive. As a group, the East Central ITBEC members have accomplished 90% on certain segments while being at ground zero on the rest.

PROJECT DIRECTOR'S REPORT: Bill Korrer informed the Board that with the county board supervisor elections and county board organizational meetings coming up in April, members' terms are set to expire. The ITBEC appointments run for 2 years. Mr. Korrer suggested that if members are interested in continuing their involvement in ITBEC, they should talk with their county board chair about being reappointed.

- a. WCA Legislative Exchange: The Wisconsin Counties Association Legislative Exchange is next week (February 2-3, 2016) at the Madison Concourse Hotel. More agenda information and registration information is available at www.wicounties.org.

FINANCIAL REPORT: Bill Korrer told the Board that the East Central ITBEC currently has an undesignated fund balance of \$25,679.60.

DISCUSSION/DECISION - MARKETING PLAN CONTRACTOR: The Board reviewed the draft of the separation letter to Pilch & Barnet and did not modify the contents. Chair Sundquist signed the letter for mailing. The Board reviewed the proposal from Connie Kuehn Designs for logo and tag line development. The fee would be \$1,000.00. Motion by Pauly, second by Mooney, to accept the proposal from Connie Kuehn Designs of \$1,000.00 for marketing design services. Funds to come from the "Professional Services" line item. Motion carried. Ms. Kuehn will be coordinating with Lisa Pauly at the Fond du Lac CVB. Ms. Kuehn presented 2 logo designs and 4 tag line options to the Board. No further action was taken.

UPDATE - ASSET ASSESSMENT PROJECT: Wendy Hielsberg sent out a revised spreadsheet that includes Kewaunee County. Members were asked to review the information and submit any updates or corrections on or before April 1st. No action was taken.

DISCUSSION/DECISION - FARM FRESH ATLAS ADVERTISING: Motion by Mooney, second by Pauly, to allocate \$500.00 to be designated for advertising in the Farm Fresh Atlas. Funds to come from the East Central ITBEC Project Funds Account. Motion carried.

TOURISM RELATED PROJECTS: The items listed below were not acted on at today's meeting:

- a. Taste of the Lakes Reprint
- b. Unique Your Trip - Possibly Combine with Another Brochure
- c. Antiquing/Collectables/Crafts Brochure
- d. Winter Promotion - Ice, Sturgeon
- e. Fox-Wisconsin Heritage Parkway
- f. Future Projects

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ITEMS FOR FUTURE AGENDA: Nothing new was requested at today's meeting.

SET NEXT MEETING DATE: The next meeting will be in on March 2, 2016. It will be in Calumet County at the Village Hearthstone Restaurant in Hilbert at 1:00 p.m.

ADJOURNMENT: Motion by Pauly, second by Mooney, to adjourn at 2:35 p.m. Motion carried.