

EAST CENTRAL ITBEC BOARD

Wednesday, March 2, 2016
1:00 p.m.

Village Hearthstone Restaurant
326 West Main Street
Hilbert, WI 54129

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.

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

APPROVAL OF JANUARY 28, 2016 MINUTES: Motion by Hielsberg, second by Prescott, to approve the January 28, 2016 minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist told the Board that he attended a recent meeting of the Winnebago County Industrial Development Board (IDB) to give an update on East Central ITBEC activities. The IDB is the committee of jurisdiction for ITBEC in Winnebago County. Chair Sundquist also commented that he's glad the ITBEC is using the area's water assets as the marketing focus.

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

- a. Rail Transit Commission: The Northwoods Rail Transit Commission received word that their TIGER Grant Application was denied. A post mortem discussion revealed that the grant should have focused more on infrastructure rehab or improvement, with the acquisition of rail cars as a secondary goal after having a reconditioned rail line to move them on. On a related note, it is believed that Canadian National is just entering discussion with the state and several short line operators regarding a possible lease or sale of some of CN's interior lines.
- b. Wisconsin Ag Tourism Association: The Wisconsin Ag Tourism Association held it's summit in Marshfield on February 22-23, 2016. The event barn issue remains one of the primary agenda items for the organization and will most likely need to be addressed through legislation.
- c. WCA District Meeting - May 3, 2016: The WCA East Central District meeting, which includes all the East Central ITBEC counties, will be held on Tuesday, May 3, 2016 in De Pere at the Marq. The meeting runs from 10:00 a.m. until 1:00 p.m. The district meeting agenda includes updates for members on services offered by WCA, legislative issues, election of district representatives to the WCA Board of Directors, election of a NACo representative for WCA, and election of representatives for the Wisconsin County Mutual Insurance Corporation Board of Directors.
- d. COWS Schedule: The 2016 County Officials Workshops (COWS) will be held in various locations around the state from May 11 through May 27, 2016. The COWS meetings will cover items such as roles and responsibilities, budgeting, open meetings laws, ethics and conflicts of interest, public records laws, running effective meetings, engaging the public, and state and county issues updates. The closest one in this area will be in Green Bay, May 13. The Wisconsin Counties Association and the UW-Extension Local Government Center are partners for this educational series.

FINANCIAL REPORT: Bill Korrer reported that there is currently an undesignated fund balance of \$35,685.17. Motion by Mooney, second by Pauly, to accept the March financial report. Motion carried.

DISCUSSION/DECISION - Next Phase Marketing Plan Contractor: Lisa Pauly told the Board that she approached the marketing firm that the Fond du Lac CVB uses regarding their ideas about how to market the ITBEC area. They suggested “endless shores” as a variant of the “grand waters” theme. Ms. Pauly said the firm’s quote is \$1,200.00 for their services. Paul Sundquist said he liked the approach that Fond du Lac used with their “C’mon in” campaign. The tagline encourages the reader to let their mind “fill in the blank” about what they are coming into. Ralph Prescott commented that he likes the “endless” theme and is ok with the “grand waters” wording. Motion by Pauly, second by Schneider, to approve \$1,200.00 out of the “Public Relations/Marketing Plan” line item to engage the services of Sage. Motion carried.

DISCUSSION/DECISION - REIMBURSEMENT OF EXPENSES FOR WIGCOT: Chair Sundquist said he added this item to the agenda because in the past the East Central ITBEC had approved reimbursement of expenses for attendees at WIGCOT, which is coming up later this month. Bill Korrer added that in the past, approved expenses included the registration fee, lodging, meals, and mileage (at the federal reimbursement rate). Motion by Pauly, second by Mooney, to approve reimbursement to East Central ITBEC Board members for direct expenses resulting from attendance at the 2016 Governor’s Conference on Tourism. Direct expenses are the registration fees (receipt required), lodging (at the conference rate - receipt required), meals (detailed receipt required), and mileage (at the federal reimbursement rate). Funds would come from the \$5,000 travel expense funds from WCA; and if those funds are depleted, from the East Central ITBEC Project Funds Account. Motion carried.

UPDATE - ASSET ASSESSMENT PROJECT: Wendy Hielsberg told the Board that the spreadsheet has been updated with all the member county information. Members were asked to please review and correct any errors contained on the spreadsheet.

TOURISM RELATED PROJECTS: The tourism related projects will be on hold until the marketing plan has a clearer direction.

- 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

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- f. Future Projects: Chair Sundquist asked members to think about how effective the endless shores theme could be blended with something like *Wisconsin From the Air* type of production. No action was taken.

ITEMS FOR FUTURE AGENDA: Meeting with Sage Marketing.

SET NEXT MEETING DATE: Lisa Pauly will check with Sage for their availability on either March 23 or March 30 for a meeting in Fond du Lac.

ADJOURNMENT: Motion by Pauly, second by Prescott, to adjourn at 2:20 p.m. Motion carried.