

EAST CENTRAL ITBEC BOARD

Wednesday, March 23, 2016

Fond du Lac Convention & Visitors Bureau
Fond du Lac, WI 54935

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 1:03 p.m.

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

APPROVAL OF MARCH 2, 2016 EAST CENTRAL ITBEC BOARD MINUTES:
Motion by Pauly, second by Sundquist, to approve the March 2, 2016 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Board Chair Paul Sundquist thanked everyone for their participation in today's meeting. Wisconsin's spring weather is causing some minor issues, but hopefully not too far into the future.

PROJECT DIRECTOR'S REPORT: Bill Korrer reminded members of the upcoming reappointment window for the East Central ITBEC and what they should do if they are considering staying active in ITBEC.

- a. Rail Transit Commission: Bill Korrer told the Board that there hasn't been any movement since the last report three weeks ago. The rail transit commission is still reviewing options and will most likely submit another application that revises the objectives to address the suggestion of focusing primarily on the physical infrastructure improvements and that rolling stock be a secondary objective.

- b. Wisconsin Ag Tourism Association: WATA's Annual Summit was held on February 22-23, 2016 at Hotel Marshfield with over 80 people in attendance. Elections took place during the annual meeting. Four open board positions were filled along with a new president and vice-president being elected. Dave Meuer of Meuer Farm was elected president, the Vice-President is Christine Hall from Native American Ag-Tourism, and Jason Ring from the Manitowoc CVB was elected treasurer. The 2016 Field Day session dates have been released. The Southeast region session will be in Greenleaf at the Trout Spring Winery on June 13. The cost is \$20 per person and includes lunch. WATA asks that you register by June 1 for the field day.
- 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 11-27, 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, 2016. The Wisconsin Counties Association and the UW-Extension Local Government Center are partners for this educational series.

FINANCIAL REPORT: Bill Korrer reported to the Board that there is currently an undesignated fund balance of \$46,684.93. Motion by Hielsberg, second by Pauly, to accept the financial report. Motion carried.

DISCUSSION/DECISION - NEXT PHASE MARKETING PLAN CONTRACTOR:

- a. Meet with *Sage* Personnel: Lisa Pauly introduced Mary Parado from *Sage*. The Board viewed a PowerPoint of several logos and tag lines. Discussion followed. Chair Sundquist said he liked the simplicity because it engages "the theatre of the mind" and lets the reader imagine and expand upon the thought provoking wording. The consensus of the group is options one and four are the best fitting. Ms. Parado will refine the logos and tags to better incorporate the Board's suggestions.

UPDATE - ASSET ASSESSMENT INFORMATION REVIEW STATUS: Wendy Hielsberg reported that she has only one updated asset list back from the members. All the info needs to be double-checked for accuracy.

DISCUSSION/DECISION - FAM TOUR OPPORTUNITIES: Bill Korrer told the Board that Dena Mooney had requested this agenda item. He added that she had said she was trying to get additional information on how many writers, how long they would be in the area, etc., when he talked with her. No action was taken by the Board because of the lack of details at the present time.

TOURISM RELATED PROJECTS: Wendy Hielsberg brought up that the *Road Trip* brochure inventory is almost exhausted and questioned if the plan is to reprint it or wait until a new marketing theme is chosen. Because *Road Trip* is the most popular, it may be wise to get the reprint done, but consensus was to hold off for a bit to see how the “rebranding” goes.

- 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

ITEMS FOR FUTURE AGENDA: WIGCOT Update.

SET NEXT MEETING DATE: The next meeting will be held on Wednesday, April 20, 2016 starting at 2:00 p.m. in Fond du Lac.

ADJOURNMENT: Motion by Pauly, second by Sundquist, to adjourn at 2:14 p.m.
Motion carried.