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**EAST CENTRAL ITBEC TOURISM COMMITTEE  
&  
EAST CENTRAL ITBEC BUSINESS COMMITTEE  
(Joint Meeting)**

Wednesday, May 27, 2009  
1:00 p.m.

Kewaunee County Highway Department  
Conference Room  
E4280 County Road F  
Kewaunee, WI 54216

The Kewaunee County Highway Department is about 1 mile west of Kewaunee on CTH F.

N 44.45800  
W087.58136

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of March 25, 2009 Minutes (Joint Meeting)
4. Chair's Remarks
5. Project Director's Report
  - a. Wisconsin Ability Network
  - b. ITBEC Conference
  - c. Northern Networks Conference Follow-Up
  - d. Wisconsin Way Update
6. Website Development Update
7. Financial Report
8. Promotional Items Update
9. Tourism Projects Update
10. Items for Future Agenda
11. Set Next Meeting Date
12. Adjournment



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(Joint Meeting)**

Wednesday, March 25, 2009

Winnebago County Courthouse Campus  
Oshkosh, WI

**MINUTES**

**CALL TO ORDER:** East Central ITBEC Tourism Committee Chair Paul Sundquist called the joint Tourism Committee and Business Committee meeting to order at 1:00 p.m.

**ROLL CALL:** Business Committee – Bill Roh, Winnebago County. Tourism Committee – Arlene Schmuhl and Paul Sundquist, Winnebago County. Business & Tourism – Kelly Nieforth, Calumet County; and Matt Payette, Kewaunee County. **STAFF:** Dave Dumke and Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representatives.

**APPROVAL OF JANUARY 27, 2009 MINUTES (JOINT MEETING):** Motion by NIEFORTH, second by ROH, to approve the January 27, 2009 minutes. Motion carried.

**CHAIR'S REMARKS:** Tourism Committee Chair Sundquist commented that he had the opportunity to talk with some Waushara County people about possibly joining the East Central ITBEC. Waushara County houses a significant percentage of people that work in Winnebago County and have ties to it. However, Chair Sundquist said that he also heard that Waushara, Green Lake and Marquette Counties are looking at a possible cooperative effort for promotions. One possible indicator of the economy beginning an upturn is that a local cardboard box manufacturer has seen an increase in orders. Bill Roh said that home sales saw a 5.1 percent increase, which is always good news.

**WEBSITE DEVELOPMENT:** Arlene Schmuhl and Kelly Nieforth told the Committees that they are proposing condensing the existing East Central ITBEC website down to a single portal site and then link out to the different promotions. The new site would have content management capabilities to reduce the need for using the development team regularly. They have an estimate of \$3,800 for the work. They have researched new domain names and found that www.travelthelakes.com is available. Motion by NIEFORTH, second by ROH, to recommend to the East Central ITBEC Board that \$3,800 be allocated for website development. Motion carried. Bill Korrer recommended that when this item comes before the Board, they may want to increase the dollar amount up from the \$3,800 to include hosting fees, maintenance, and domain renewal fees.

**FINANCIAL REPORT:** Bill Korrer informed the Committees that there is currently an undesignated fund balance of \$21,690.58. No action was taken by the Committees.

**DISCUSSION/DECISION - PROMOTIONAL ITEMS:** Kelly Nieforth and Arlene Schmuhl brought some ideas on different types of promotional items that could be used at sports shows and similar venues. Catalogs from area vendors were offered to the Committees to browse through. Arlene and Kelly also suggested the Committees may want to look at some print advertising in something like *Wisconsin Trails*. They suggested asking the Board for \$3,000 for promotional items. Motion by PAYETTE, second by NIEFORTH, to recommend to the East Central ITBEC Board that \$3,000 be allocated for promotion. Motion carried.

**TOURISM PROJECTS UPDATE:** Arlene Schmuhl had copies of the *Go Outside and Play* brochure for the Committee members. With inventories shrinking, some of the other brochures are close to reprinting.

**ITEMS FOR FUTURE AGENDA:** Nothing new at this time.

**SET NEXT MEETING DATE:** The next joint meeting will be held in Kewaunee County on May 27, 2009 starting at 1:00 p.m.

**ADJOURNMENT:** Motion by ROH, second by NIEFORTH, to adjourn at 1:59 p.m. Motion carried.