
EAST CENTRAL ITBEC BOARD

Wednesday, January 14, 2015
1:00 p.m.

Fond du Lac Convention & Visitors Bureau
171 S. Pioneer Road
Fond du Lac, WI 54935

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of November 20, 2014 Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. Wisconsin Ag Tourism Association
6. Financial Report
7. Action Item:
 - a. Accept \$5,000 From WCA for Travel Expenses
 - b. Reallocate Funds to "Other Operating Expenses" Account
 - c. ITBEC Booth at WCA Marketplace
 - d. Website Hosting & Maintenance
8. Discussion/Decision - Review RFP Replies and Possibly Choose a Contractor
9. Tourism Related Projects
 - a. Fishing Brochure Reprint
 - b. Taste of the Lakes Reprint
 - c. Strategic Plan for Marketing

Page Two
East Central ITBEC Board Agenda
January 14, 2015

- d. Unique Your Trip - Possibly Combine with Another Brochure?
- e. Antiquing/Collectables/Crafts Brochure
- f. Historic Tourism Piece
- g. Winter Promotion - Ice, Sturgeon
- h. Winnebago Waterways
- i. Fox-Wisconsin Heritage Parkway
- j. Future Projects

- 10. Items for Future Agenda
- 11. Set Next Meeting Date
- 12. Adjournment

**EAST CENTRAL ITBEC
ACCEPT \$5,000 FROM WCA FOR TRAVEL EXPENSES**

ISSUE: The Wisconsin Counties Association annually contributes \$5,000 to the East Central ITBEC for travel expenses. These funds are used to reimburse members for direct expenses such as mileage and meals incurred while attending EC ITBEC meetings. The East Central ITBEC Board has the authority to expand the reimbursement to include lodging and registration as necessary. East Central ITBEC travel related expenses are drawn from this account before using East Central ITBEC Project Funds.

RECOMMENDATION: It is recommended that the East Central ITBEC accept \$5,000 from the WCA for travel expenses.

**EAST CENTRAL ITBEC
REALLOCATE FUNDS TO "OTHER OPERATING EXPENSES" ACCOUNT**

ISSUE: The East Central ITBEC maintains an "Other Operating Expenses" line item. This account is separate from the Project Funds line item. The "Other Operating Expenses" Account is used primarily for small expenditures that occur between regular East Central ITBEC Board meetings. WCA staff can process invoices from this account for timely payment on the authorization of the Chair.

Historically, The East Central ITBEC starts the calendar year with \$1,000 in the "Other Operating Expenses" Account. The Other Operating Expenses Account is basically a continuing line item account. To insure an adequate balance, funds are transferred annually to reach the target figure of \$1,000.

RECOMMENDATION: It is recommended that the East Central ITBEC reallocate sufficient funds to the *Other Operating Expenses* Account line item for a \$1,000 total. Funds to come from the East Central ITBEC Project Funds Account.

**EAST CENTRAL ITBEC
ITBEC BOOTH AT WCA MARKETPLACE**

ISSUE: The WCA Annual Conference is attended by hundreds of county supervisors each year. As part of the WCA Annual Conference, there is an exhibition of various services and products available to assist counties in their numerous tasks. The four ITBECs have been offered booth space to further promote the regional partnership philosophy of the International Trade, Business, and Economic Development Councils and to showcase past projects. The cost of the booth space, a door prize, and booth backdrop would be divided among the ITBEC Councils. It is estimated that the cost will not exceed \$200 per ITBEC.

RECOMMENDATION: It is recommended that up to \$200 be allocated to be designated to pay for an equal share of ITBEC booth expenses at the 2015 WCA Annual Conference Marketplace. Funds to come from the East Central ITBEC Project Funds Account.

**EAST CENTRAL ITBEC
WEBSITE HOSTING & MAINTENANCE**

ISSUE: The East Central ITBEC promotes the area through the use of an internet website. The website allows worldwide exposure to all we have to offer here in East Central Wisconsin. In order for the information on the website and the links to more information about the East Central ITBEC counties, the website information must be placed on an internet server or host computer. This server has sufficient bandwidth or carrying capacity for rapid electronic transfer of information and materials. The host computer charges a nominal fee for this service. Website hosting agreements are typically a year in length, payable in advance.

If any changes are needed to the website, there are fees associated with that maintenance service.

In addition, there is an annual fee to renew the domain name for the website.

RECOMMENDATION: It is recommended that the East Central ITBEC allocate \$500 to be designated for website hosting, maintenance, and domain renewal. Funds to come from the East Central ITBEC Project Funds Account.