

## **EAST CENTRAL ITBEC BOARD**

Thursday, January 14, 2016  
1:00 p.m.

Becket's Restaurant  
2 Jackson Street  
Oshkosh, WI 54901

### **AGENDA**

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

1. Call to Order
2. Roll Call
3. Approval of November 3, 2015 Minutes
4. Chair's Remarks
5. Project Director's Report
  - a. Northwoods Rail Transit Commission
  - b. WCA Legislative Exchange
6. Financial Report
7. Action Items
  - a. Accept \$5,000 From WCA for Travel Expenses
  - b. Reallocate Funds to the "Other Operating Expenses" Account
  - c. ITBEC Booth at WCA Marketplace
  - d. Professional Services
8. Discussion/Decision - Pilch & Barnet's Strategic Planning Session Follow-Up

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9. Discussion/Decision - Using a “Wisconsin From the Air” Type of Marketing Platform
10. Discussion/Decision - Marketing Plan Contractor
11. Update - Asset Assessment Project
12. Tourism Related Projects
  - 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
13. Items for Future Agenda
14. Set Next Meeting Date
15. Adjournment

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

**ISSUE:** The Wisconsin Counties Association (WCA) 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 East Central 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 THE  
“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. Wisconsin Counties Association (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 Wisconsin Counties Association (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 2016 WCA Annual Conference Marketplace. Funds to come from the East Central ITBEC Project Funds Account.

**EAST CENTRAL ITBEC  
PROFESSIONAL SERVICES**

**ISSUE:** The East Central ITBEC uses many different methods to showcase the numerous amenities the area has to offer.

The East Central ITBEC has found from past experiences that attention to detail and the quality of advertising piece, be it print or web-based, increases the responses to the advertising campaign, which in turn grows the regional economy through increased sales by merchants.

While much of the development work on advertising projects is done by members of the East Central ITBEC Board and Tourism and Business Committees, there are times when professional services are needed to compliment the project.

The East Central ITBEC Tourism and Business Committees feels it is in the best interest of the ITBEC that funds be allocated to contract for professional services as needed. The professional services range includes, but is not limited to, graphic design and layout, copy writing, and website creation.

**RECOMMENDATION:** It is recommended that the East Central ITBEC Board allocate an additional \$2,000 to be designated for professional services to assist the Board and Committees. Funds to come from the East Central ITBEC Project Funds Account.