
EAST CENTRAL ITBEC BOARD

Wednesday, June 10, 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 May 13, 2015 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 Items:
 - a. Set 2016 East Central ITBEC Dues
8. Discussion/Decision - Strategic Planning Session Follow-Up Action
9. Tourism Related Projects
 - a. Taste of the Lakes Reprint
 - b. Strategic Plan for Marketing
 - c. Unique Your Trip - Possibly Combine with Another Brochure?
 - d. Antiquing/Collectables/Crafts Brochure
 - e. Winter Promotion - Ice, Sturgeon
 - f. Fox-Wisconsin Heritage Parkway
 - g. Chicago Boat Show
 - h. Future Projects

Page Two
East Central ITBEC Board Agenda
June 10, 2015

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