



22 EAST MILLIN STREET, SUITE 900  
MADISON, WI 53703  
TOLL FREE: 1.866.404.2700  
PHONE: 608.663.7188  
FAX: 608.663.7189  
WWW.WICOUNTIES.ORG

## EAST CENTRAL ITBEC BOARD

Wednesday, January 16, 2013

Calumet County Courthouse  
Chilton, WI

### MINUTES

**CALL TO ORDER:** East Central ITBEC Chair Stan Kline called the meeting to order at 1:00 p.m.

**ROLL CALL:** Stan Kline, Paul Sundquist Winnebago County; Julie Schmelzer and Ralph Prescott, Calumet County; Lisa Pauly, Fond du Lac County; Matt Payette, Kewaunee County. **EXCUSED:** Dave Mayer, Kewaunee County and Herb Ottery, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Bill Barribeau, Calumet County Board Chair.

**APPROVAL OF OCTOBER 17, 2012 MINUTES:** Motion by SCHMELZER, second by SUNDQUIST, to approve the October 17, 2012 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** East Central ITBEC Board Chair Stan Kline informed the Board that even though he has moved to Outagamie County, Winnebago County Board Chair Albrecht will keep him on ITBEC for the present time. Chair Kline also said the the Winnebago County IDB has changed their funding formula to carve out the allocations for ITBEC, New North, and Tourism and have those pre-approved; this means that if dues statements for these three groups come in they can be paid and not have to wait until a meeting for approvals.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer reminded the Board that WCA still has openings on the County Ambassador Program or CAP Team. Anyone wishing additional information can go to the Wisconsin Counties Association website, [www.wicounties.org](http://www.wicounties.org), or contact Mr. Korrer.

- a. Northwoods Rail Transit Commission: The Northwoods Rail Transit Commission was scheduled to meet on January 25th, but that meeting has been rescheduled. At their last meeting, a rep from the Escanaba & Lake Superior Railroad (E&LS) gave a presentation on their shortline operation. There is speculation that Canadian National is considering a sale or lease arrangement with E&LS for the rail line paralleling Highway 8, but nothing official was released to the group.
- b. Northeast Wisconsin Global Trade Conference: Bill Korrer said that he has not heard anything new on the Northeast Wisconsin Global Trade Conference, so he is assuming no group was able to pick up the concept and move on it. Julie Schmelzer said she had heard basically the same thing - some interest but nothing materialized.
- c. WCA Legislative Exchange: The WCA Legislative Exchange will be February 5 & 6, 2013, in Madison at the Concourse Hotel. Additional information and registration materials will be coming out shortly.
- d. Governor's Conference on Tourism: The Wisconsin Governor's Conference on Tourism is going to be held from March 17, 2013 through March 19, 2013 in Madison at the Monona Terrace Community and Convention Center. Registration and lodging info can be found at [www.wigcot.org](http://www.wigcot.org).

**FINANCIAL REPORT:** Bill Korrer told the Board that there is currently an undesignated fund balance of \$3,526.63. The invoices for the 2013 dues were sent out last week. Mr. Korrer recommended closing out the county visitors guide advertising line item account, as that project has been completed. Motion by SUNDQUIST, second by PRESCOTT, to close out the "County Visitors Guide Advertising" line item account in the amount of \$201.00 and return the balance to the East Central ITBEC Project Funds account. Motion carried. Motion by PAULY, second by SCHMELZER, to accept the January 2013 financial report. Motion carried.

**UPDATE - Membership Incentive Proposal:** Bill Korrer told the Board that he has not had any response to the membership incentive proposals that were sent out. Calumet County Board Chair Barribeau said that he would see the Waushara Board Chair next week and bring the subject up to her.

**ACTION ITEM:**

- a. Accept \$5,000 From WCA for Travel Expenses: Motion by PRESCOTT, second by SUNDQUIST, to accept \$5,000 from the Wisconsin Counties Association for travel related expenses. Motion carried.
- b. Reallocate Funds to "Other Operating Expenses" Account: No action was taken because the "Other Operating Expenses" line item account is at the \$1,000 start of the year target level.
- c. ITBEC Booth at WCA Marketplace: Motion by PRESCOTT, second by PAULY, to allocate \$200 to be designated for an equal share of a joint ITBEC booth at the Wisconsin Counties Association Annual Conference Marketplace. Funds to come from the East Central ITBEC Project Funds account. Motion carried.
- d. Farm Fresh Atlas - 2013: Motion by PRESCOTT, second by SUNDQUIST, to allocate \$500 to be designated for advertising in the 2013 Eastern Wisconsin Farm Fresh Atlas. Funds to come from the East Central ITBEC Project Funds account. Motion carried.
- e. Brochure Distribution: Motion by PAULY, second by PRESCOTT, to allocate \$400 to be designated for brochure distribution costs. Funds to come from the East Central ITBEC Project Funds account. Motion carried.

**TOURISM ADVISORY COMMITTEE REPORT:** Tourism Advisory Committee Chair Paul Sundquist spoke about attending the unveiling of the Fond du Lac CVB's brand - *C'mon in*. Lisa Pauly explained the process they went through for the members. Julie Schmelzer said that Calumet County tourism now has its first logo.

- a. Discussion/Decision - Contracted Services: Bill Korrer explained the contracted services situation and sales tax issues with the Board. Stan Kline and Paul Sundquist will speak with Arlene Schmuhl and attempt to reach an agreement for services. No action was taken by the Board.

**BUSINESS COMMITTEE REPORT:** There has not been any activity to report on.

**ITEMS FOR FUTURE AGENDA:** Membership; contracted services.

**SET NEXT MEETING DATE:** The next meeting will be April 10, 2013, in Winnebago County starting at 1:00 p.m.

**ADJOURNMENT:** Motion by PRESCOTT, second by PAYETTE, to adjourn at 2:24 p.m. Motion carried.