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## EAST CENTRAL ITBEC TOURISM ADVISORY COMMITTEE

Tuesday, April 23, 2013

Winnebago County Administrative Office  
Oshkosh, WI

### MINUTES

*ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS*

**CALL TO ORDER:** East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the meeting to order at 12:45 p.m.

**ROLL CALL:** Paul Sundquist, Winnebago County; Matt Payette, Kewaunee County; Julie Schmelzer, Calumet County; Lisa Pauly, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Wendy Hielsberg, Executive Director Oshkosh CVB; Stan Kline, ITBEC Board Chair; Brenda Schneider, Fond du Lac County ITBEC Board member.

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

**CHAIR'S REMARKS:** Tourism Advisory Committee Chair Sundquist announced that he is appointing Wendy Hielsberg to the Tourism Advisory Committee, as allowed in the East Central ITBEC By Laws.

### **DISCUSSION/DECISION - Harley-Davidson 110th Anniversary Official Bikers Guide**

- a. Advertising: Julie Schmelzer distributed the rate sheet for advertising in the 110th anniversary Harley-Davidson bikers guide. Discussion followed. Motion by PAYETTE, second by PAULY, to authorize a 1/4 page ad at a cost of \$2,500, funds to come from the "General Advertising" line item. Motion carried.

**ITEMS FOR FUTURE AGENDA:** Julie Schmelzer submitted a list of agenda topics for the next meeting.

**SET NEXT MEETING DATE:** The next meeting will be on May 7, 2013, at the Oshkosh CVB starting at 1:00 p.m.

**ADJOURN:** With all business being conducted, Tourism Advisory Committee Chair Sundquist declared the meeting adjourned at 12:58 p.m.