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EAST CENTRAL ITBEC BOARD

Wednesday, June 5, 2013

Fond du Lac Area Convention & Visitors Bureau
Fond du Lac, WI 54935

MINUTES

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

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

ROLL CALL: Ralph Prescott, Calumet County; Lisa Pauly, Fond du Lac County; Matt Payette, Kewaunee County; Stan Kline and Paul Sundquist, Winnebago County. **EXCUSED:** Julie Schmelzer, Calumet County; David Mayer, Kewaunee County; Brenda Schneider, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Walt Raith, East Central Wisconsin Regional Planning Commission (ECWRPC).

APPROVAL OF APRIL 23, 2013 MINUTES: Motion by PRESCOTT, second by PAULY, to approve the April 23, 2013 minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Kline thanked the Fond du Lac CVB for hosting today's meeting.

PROJECT DIRECTOR'S REPORT: Bill Korrer made the Board aware of WCA's support for AJR 25, which would restructure the way recalls could be initiated in Wisconsin. This constitutional amendment, proposed to the 2013 legislature on first consideration, limits the grounds for the recall of an incumbent congressional, judicial, or legislative elective officer or any county elective officer specified in the Wisconsin Constitution (elective officer). Currently, a petition for recall may be filed with the officer who receives the nomination petition to the elective office in the primary (filing officer), and need not demonstrate any grounds for the recall of an elective officer. Under this amendment, an elective officer may be recalled only if he or she has been charged with a serious crime or if a finding of probable cause has been made that he or she violated the state code of ethics. Mr. Korrer gave examples of three different county boards being targeted for recall solely because of their vote on an issue. AJR 25 would eliminate this current option, instead relying on the next scheduled election for that seat as the opportunity to replace the incumbent.

- a. Northwoods Rail Transit Commission: Bill Korrer told the Board that the Joint Finance Committee has reduced the Governor's budget request for the Freight Rail Preservation fund by approximately \$8 million, down to \$52 million over the biennium. Consensus is that some of these funds would go to Canadian National for their northern east-west line.

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- b. Governor's Budget: The Governor's budget was passed out of the Joint Finance Committee early this morning. Overall, the governor's proposed budget is "county friendly". There are increased dollars for mental health treatment, the county portion of the transportation budget fared very well, and the 1993 county tax rate freeze would be eliminated. In addition, the proposed budget has increased dollars for tourism promotion and additional funding for the Wisconsin Economic Development Corporation. Mr. Korrer reminded the group to contact their local representatives with their support or opposition to specific budget items.

FINANCIAL REPORT: Bill Korrer informed the Board that there is currently an undesignated fund balance of \$17,369.42.

- a. Tourism Advisory Committee Request to Create Project-Specific Line Item Accounts: Motion by SUNDQUIST, second by PRESCOTT, to create a line item account for the reprinting of the fishing guide and fund it with \$4,000; funds to come from the existing "General Advertising" line item; and to create a line item account for the reprinting of the Taste of the Lakes brochure and fund it with \$4,000; funds to come from the East Central ITBEC Project Funds account. Motion carried.

Chair Kline thanked Mr. Korrer for having the detailed financial request sheet included in the Board's packet that allowed review before the meeting date.

SET 2014 EAST CENTRAL ITBEC DUES: The Board discussed the 2014 dues options including keeping them the same and also the impacts of increasing or reducing them. Motion by PAYETTE, second by PAULY, to keep the 2014 East Central ITBEC Dues the same as 2013. Motion carried.

PRESENTATION - Walt Raith Regarding Freight Rail Service: Walt Raith from the East Central Wisconsin Regional Planning Commission shared a hot off the press report titled "Evaluating Export Container Pooling Options in Minnesota, Wisconsin and Michigan's Upper Peninsula" with the Board. The objective of the report was to investigate the issues that limit containerized exports from Minnesota, Wisconsin, and the Upper Peninsula. The project also explored the issues impacting the expansion of containerized cargo in the study area. The study concludes that today's system isn't ideal. The existing ISO container system in the study region north of Chicago is composed of three rail intermodal terminals with two in the Twin Cities and one in Chippewa Falls serving an extensive geographical market. The Twin Cities terminals provide no transload services at the terminals requiring that containers be drayed from the facility for unloading. At the Chippewa Falls terminal containers can be loaded on-site with grain and other bulk agricultural products. Nine long term suggestions for improving the freight system are listed in the report. They included a developed logistics base with trucking companies, forwarders, warehousing, and third party logistics providers; an efficient real-time information system for tracking containers; inland port depots; and heavy weight highway corridors linking the inland port to principal transload operations and between rail and marine intermodal terminals.

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TOURISM ADVISORY COMMITTEE REPORT: Lisa Pauly handed out copies of "Fun in Wisconsin" so the Board could see the ITBEC ad in the publication. Ms. Pauly also had copies of the ITBEC's "Breaking Bread in the Holyland" brochure for the Board. Paul Sundquist said that the Department of Tourism visitor spending report is out and that the East Central ITBEC counties all showed increases in spending over the last year. Mr. Sundquist added that the collaborative efforts of the ITBEC members has been and continues to pay dividends.

BUSINESS COMMITTEE REPORT: There was no activity report from the Business Committee.

ITEMS FOR FUTURE AGENDA: Nothing new was requested for the next meeting's agenda.

SET NEXT MEETING DATE: The next meeting will be on October 2, 2013 in Fond du Lac starting at 1:00 p.m.

ADJOURNMENT: Motion by SUNDQUIST, second by PAULY, to adjourn at 2:17 p.m. Motion carried.