

EAST CENTRAL ITBEC BOARD

Wednesday, July 9, 2014

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 Paul Sundquist called the meeting to order at 1:00 p.m.

ROLL CALL: Paul Sundquist, Winnebago County; Ralph Prescott, Calumet County; Brenda Schneider and Lisa Pauly, Fond du Lac County; Matt Payette, Kewaunee County. **EXCUSED:** Dena Mooney, Calumet County; Wendy Hielsberg, Winnebago County; Ken Tebon, Kewaunee County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

APPROVAL OF JUNE 18, 2014 MINUTES: Motion by PRESCOTT, second by SCHNEIDER, to approve the June 18, 2014 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist took the opportunity to thank the WCA Board of Directors and WCA for their continued support of the ITBEC concept of joint marketing and promotion efforts.

APPOINTMENT/RE-APPOINTMENT OF CITIZEN MEMBERS: Bill Korrer explained that this was included on the agenda as a housekeeping measure with the start of a new two year cycle of membership. No action was needed today.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer reported that because of the short time period between the ITBEC Board meetings, there isn't any news on the rail transit commission's TIGER application.
- b. Wisconsin Ag Tourism Association: The WATA is undertaking a mini educational campaign on the new ag tourism liability bill and what steps are needed for the business to become compliant. Proper signage is the key element of the law.

- c. Vote Yes For Transportation: The Wisconsin Counties Association, in partnership with approximately 50 other organizations, is urging voters to support a state constitutional amendment that will protect Wisconsin's transportation fund. The vote will be during the November 4, 2014 general election. In simple language, the proposed constitutional amendment on the ballot does nothing more than require the Legislature to use transportation user fees for transportation purposes. Additional information and a complete list of organizations urging passage can be found at www.voteyesfortransportation.com.

FINANCIAL REPORT: Bill Korrer reported that no checks were written since the last meeting. There were some changes in the line item accounts as authorized by the Board during the June meeting. As of July 7, 2014 there is an undesignated fund balance of \$30,065.10. The 2015 dues were set last month so there is no action needed on that item.

DISCUSSION/DECISION - PROPOSED BY-LAWS AMENDMENTS:

- a. Article VI, Section 1 - RE - Committees: Paul Sundquist said that he felt the Business Committee had run its course - there are other experts that work with the business community and do a great job of it. Bill Korrer explained the proposed By-Laws amendments would make committees (Tourism and Business) optional sub-units of the East Central ITBEC structure, rather than mandatory sub-units. In addition, those areas of oversight become permissive rather than mandatory. These changes reflect the Board's desire to act as a "Committee of the Whole" and eliminate redundancy, additional meetings, and time commitments. Motion by PAULY, second by PRESCOTT, to approve the proposed East Central ITBEC By-Laws amendments to Article VI, Section 1 (Committees) as presented. Motion carried.

TOURISM RELATED PROJECTS: The Board reviewed the list of current or proposed projects.

- a. Fishing Brochure Reprint: Lisa Pauly said the latest draft of the maps would go out for proof and hopefully to print July 22.
- b. Taste of the Lakes Reprint: Matt Payette said there isn't anything new to report.
- c. Strategic Plan for Marketing: With funds designated, this can move forward.
- d. Unique Your Trip: There is still adequate inventory of this.
- e. Antiquing/Collectables/Crafts Brochure: The question was raised if there is enough material on a regional basis to be a stand alone. It was suggested that rolling this into "Unique Your Trip" could accomplish the desired result and freshen it up at the same time.
- f. Winter Promotion - Ice, Sturgeon: No action.
- g. Linking events to website: Accomplished - can be removed from agenda.
- h. Winnebago Waterways: The primary reason it was on the agenda was because of the uniform launch fee discussion. The Board directed to keep it on the agenda for informational updates.

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- i. Fox-Wisconsin Heritage Parkway: The Heritage Parkway limited the coverage area to a two mile ribbon following the waterway. Local officials felt this would be counter-productive, so the Federal designation pursuit was dropped.
- j. Future Projects: This is primarily a placeholder agenda item; no action was taken.

ITEMS FOR FUTURE AGENDA: Nothing new was suggested today.

SET NEXT MEETING DATE: September 24, 2014 at 1:00 p.m. in Calumet County.

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