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EAST CENTRAL ITBEC BOARD

Wednesday, January 14, 2015

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

APPROVAL OF NOVEMBER 20, 2014 MINUTES: Motion by PAYETTE, second by PRESCOTT, to approve the November 20, 2014 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Sundquist said that he had recently attended a coffee roundtable with state and federal legislators. One of the things learned was that Wisconsin is viewed as one of the ten worst places to do business; not where most would want to be ranked. On the positive side, the lower fuel prices are having positive impacts on tourism related businesses. However, there are some negatives relating to new energy exploration and production.

PROJECT DIRECTOR'S REPORT: Bill Korrer told the Board that the 2015 WCA District meeting for the East Central counties will be held on March 19, 2015 at the Paper Valley in Appleton. The meeting will run about three hours, starting at 9:00 a.m.

- a. Northwoods Rail Transit Commission: The Northwoods Rail Transit Commission is still weighting options with regards to their TIGER Grant Application that was denied. The frac sand boom has had some trickle down impacts in western Wisconsin, especially with the shipment of road salt into the state. Another factor affecting that area is the lack of adequate coal inventories at power plants. The Canadian oil fields are using tanker trains heavily, which has reduced the number of coal trains.

- b. Wisconsin Ag Tourism Association: WATA tripled its membership last year. They are again planning four ag tourism safety seminars this year. Also in the works is a Luv-R-Ag Summit scheduled for late March, most likely at Ho-Chunk in Baraboo.

FINANCIAL REPORT: Bill Korrer reported that one check was written since the last meeting. There is currently an undesignated fund balance of \$26,234.77. Motion by PRESCOTT, second by PAULY to accept the financial report. Motion carried. Mr. Korrer made several recommendations to the Board regarding prior year's accounts. 2013 Accounts to close out are: Farm Fresh Atlas - \$500.00, Unique Your Trip - \$1,200.00, General Advertising - \$5,205.00, Business Committee Projects - \$500.00, Website Hosting & Maintenance - \$346.50, Professional Services - \$2,475.00, Reprint Fishing Guide - \$6,000.00, Reprint the Taste of the Lakes Brochure - \$4,000.00, totaling \$20,226.50. The funds would be returned to the East Central ITBEC Project Funds account. Then new 2015 accounts in the same dollar amount would be created, taking funds from the East Central ITBEC Project Funds account. Motion by PAULY, second by PRESCOTT, to close out the following 2013 Accounts: Farm Fresh Atlas - \$500.00, Unique Your Trip - \$1,200.00, General Advertising - \$5,205.00, Business Committee Projects - \$500.00, Website Hosting & Maintenance - \$346.50, Professional Services - \$2,475.00, Reprint Fishing Guide - \$6,000.00, Reprint the Taste of the Lakes Brochure - \$4,000.00, totaling \$20,226.50; the funds are to be returned to the East Central ITBEC Project Funds account; and moved to create the following accounts with the noted funding levels, dollars to come from the East Central ITBEC Project Funds account. Farm Fresh Atlas - \$500.00, Unique Your Trip - \$1,200.00, General Advertising - \$5,205.00, Business Committee Projects - \$500.00, Website Hosting & Maintenance - \$346.50, Professional Services - \$2,475.00, Reprint Fishing Guide - \$6,000.00, Reprint the Taste of the Lakes Brochure - \$4,000.00, totaling \$20,226.50. Motion carried.

ACTION ITEM:

- a. Accept \$5,000 From WCA for Travel Expenses: Motion by PAULY, second by PAYETTE, to accept \$5,000 from WCA for travel related expenses. Motion carried.
- b. Reallocate Funds to "Other Operating Expenses" Account: Motion by PAYETTE, second by PRESCOTT, to allocate necessary funds to bring the "Other Operating Expenses" line item account to a balance of \$1,000, and to designate it as a 2015 account. Funds to come from the East Central ITBEC Project Funds account. Motion carried.
- c. ITBEC Booth at WCA Marketplace: Motion by PRESCOTT, second by PAYETTE, to allocate \$200 to be designated for an equal share of a joint ITBEC booth at the 2015 WCA Marketplace during the WCA Annual Conference; funds to come from the East Central ITBEC Project Funds Account. Motion carried.
- d. Website Hosting & Maintenance: Motion by PAULY, second by PRESCOTT, to allocate an additional \$5,000 (five thousand) to be added to the "Website Hosting & Maintenance" line item account. Funds to come from the East Central ITBEC Project Funds account. Motion carried.

DISCUSSION/DECISION - Review RFP replies and possibly choose contractor: Wendy Hielsberg sent an email detailing her conversation with Pilch & Barnett about services they could provide. Their response is as follows: "We have reviewed the materials and website you provided for the ITBEC group. Here are my recommendations: We'd lead a half-day strategic marketing plan discussion, which would result in development of a written plan. With the written plan, we'd create an updated brand and supporting look. We would provide these services for \$7,500." At that point, Pilch & Barnett would discuss an overhaul to the look of the website. Several questions were raised about what the homework would be before the strategic marketing plan discussion and does the ITBEC really need to re-brand themselves. Lisa Pauly will contact Wendy for further discussion. Motion by PAULY, second by PAYETTE, to set aside \$7,500 (seven thousand five hundred) from the East Central ITBEC Project Funds account to be designated for "Marketing Plan Development". Motion carried.

TOURISM RELATED PROJECTS:

- a. Fishing Brochure Reprint: The fishing map is in the production schedule at the printer's and the funds will be able to get approximately 17,000 pieces.
- b. Taste of the Lakes Reprint: Work has begun on the revisions.
- c. Strategic Plan for Marketing: As mentioned above, more information is being gathered.
- d. Unique Your Trip - Possibly Combine with Another Brochure?: On hold for now.
- e. Antiquing/Collectables/Crafts Brochure: On hold for now.
- f. Historic Tourism Piece: While the member counties have lots of product that is historic tourism, the decision is to wait until the marketing plan is complete before moving forward.
- g. Winter Promotion - Ice, Sturgeon: Fond du Lac has just received a JEM Grant for winter promotion.
- h. Winnebago Waterways: Nothing new to report.
- i. Fox-Wisconsin Heritage Parkway: Nothing new to report.
- j. Future Projects: Nothing on this topic.

ITEMS FOR FUTURE AGENDA: Chicago Boat Show generated some discussion, but more information needs to be collected. It will be added under the "Tourism Related Projects"; Ag Tourism Summit, WIGCOT Expenses.

SET NEXT MEETING DATE: The next meeting will be in Oshkosh on March 4, 2015 starting at 1:00 p.m.

ADJOURNMENT: Motion by PRESCOTT, second by PAULY, to adjourn at 2:37 p.m. Motion carried.

