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## EAST CENTRAL ITBEC BOARD

Thursday, January 14, 2016

Becket's Restaurant  
Oshkosh, WI 54901

### 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:** Dena Mooney, Calumet County; Lisa Pauly and Brenda Schneider, Fond du Lac County; Ken Tebon, Kewaunee County; Paul Sundquist, Winnebago County.

**EXCUSED:** Ralph Prescott, Calumet County; Dave Myers, Kewaunee County; Wendy Hielsberg, Winnebago County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Connie Kuehn.

**APPROVAL OF NOVEMBER 3, 2015 MINUTES:** Motion by Pauly, second by Schneider, to approve the November 3, 2015 Board minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Sundquist shared information gathered from the DNR website of the volume of water in the lakes in East Central ITBEC counties. Chair Sundquist calculated that 13% of the state's inland waters are in the four counties. He added that there is enough lake surface area to make a mile wide channel from Fond du Lac to Minneapolis. That is a really big asset to sell. Chair Sundquist said he heard a radio story that Castle-Pierce Printing (who did the *Cruising* maps) is reducing the "printing" side of their operation and moving more into being a packaging company. That statement causes one to reevaluate marketing strategies.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer told the Board that the federal mileage reimbursement for 2016 will be 54 cents per mile, down from the 57.5 cents in 2015.

- a. Northwoods Rail Transit Commission: The Northwoods Rail Transit Commission received word that their TIGER Grant Application was denied. A post mortem discussion revealed that the grant should have focused more on infrastructure rehab or improvement with the acquisition of rail cars as a secondary goal after having a reconditioned rail line to move them on. A meeting of the full Transit Commission is scheduled for January 29, 2016. On a related note, it is believed that Canadian National is just entering discussion with the state and several short line operators regarding a possible lease or sale of some of CN's interior lines.
- b. WCA Legislative Exchange: The WCA Legislative Exchange will be held February 2 & 3, 2016 in Madison at the Concourse Hotel. Registration and additional information is available online at [www.wicounties.org](http://www.wicounties.org).

**FINANCIAL REPORT:** Bill Korrer told the Board that the 2016 dues statements will be going out shortly. The East Central ITBEC currently has an undesignated fund balance of \$28,072.97.

**ACTION ITEMS:**

- a. Accept \$5,000 From WCA for Travel Expenses: Motion by Pauly, second by Mooney, to accept \$5,000 from the Wisconsin Counties Association for travel related expenses. Motion carried.
- b. Reallocate Funds to "Other Operating Expenses" Account: Motion by Pauly, second by Mooney, to allocate sufficient funds to be designated to the "Other Operating Expenses" Account to bring the total to \$1,000 and to retitle the account as a 2016 line item; funds to come from the East Central ITBEC Project Funds account. Motion carried.
- c. ITBEC Booth at WCA Marketplace: Motion by Pauly, second by Tebon, to allocate \$200 (two hundred) to be designated for an equal share of a joint ITBEC booth at the 2016 WCA Annual Conference Marketplace; funds to come from the East Central ITBEC Project Funds Account. Motion carried.
- d. Professional Services: Motion by Pauly, second by Mooney, to allocate an additional \$2,000 to be designated for professional services to assist the Board and Committees. Funds to come from the East Central ITBEC Project Funds Account. Motion carried.

**DISCUSSION/DECISION - PILCH & BARNET'S STRATEGIC PLANNING**

**SESSION FOLLOW-UP:** Chair Sundquist opened the discussion by saying that he is not aware of any response to repeated requests from the East Central ITBEC for status reports from Pilch & Barnet. Chair Sundquist said it sure appeared that they were ignoring the ITBEC. Board members voiced displeasure that the directive to include both Lake Michigan and Lake Winnebago as the area's primary asset wasn't being followed. Motion by Pauly, second by Schneider, to request an invoice from Pilch & Barnet for work completed to date and that the East Central ITBEC move forward without Pilch & Barnet. Motion carried. Dena Mooney will compose a letter for the Board to review.

**DISCUSSION/DECISION - USING A "WISCONSIN FROM THE AIR" TYPE OF MARKETING PLATFORM:** Chair Sundquist explained what the "Wisconsin From the Air" video was and asked for input. Lisa Pauly felt that this may be putting the cart before the horse, given the uncertainty of a marketing plan. Chair Sundquist asked that this item be kept on future agendas. No action was taken.

**DISCUSSION/DECISION - MARKETING PLAN CONTRACTOR:** Chair Sundquist opened the discussion by introducing Connie Kuehn to the Board. Ms. Kuehn is the individual that created the sample logos Chair Sundquist had several meeting back and shared with the Board. Ms. Kuehn informed the Board of her professional background. The Board clearly stated that they want to keep the focus on the "Big Waters" of Lake Winnebago and Lake Michigan. The Board also gave their ideas of what were and weren't the image they want to be branded as. Ms. Kuehn will submit a proposal for services at the next meeting. No action was taken.

**UPDATE - ASSET ASSESSMENT PROJECT:** Wendy Hielsberg is unable to be in attendance today, but she did send out an email with the spreadsheet of the ITBEC's assets attached. It was pointed out that there isn't anything for Kewaunee County and it was questioned why Outagamie County was included. Bill Korrer will contact Ms. Hielsberg about it.

**TOURISM RELATED PROJECTS:** Chair Sundquist asked if the Board wanted to move on any of these items or put them on the back burner until a marketing plan is more concrete. Consensus is to hold off on any action at this time.

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- a. Taste of the Lakes Reprint
- b. Unique Your Trip - Possibly Combine with Another Brochure
- c. Antiquing/Collectables/Crafts Brochure
- d. Winter Promotion - Ice, Sturgeon
- e. Fox-Wisconsin Heritage Parkway
- f. Future Projects

**ITEMS FOR FUTURE AGENDA:** Nothing new was suggested today.

**SET NEXT MEETING DATE:** The next meeting will be in two weeks on January 28, 2016. It will be in Oshkosh at Becket's with a 1:00 p.m. starting time.

**ADJOURNMENT:** Motion by Pauly, second by Schneider, to adjourn at 2:44 p.m.  
Motion carried.