

EAST CENTRAL ITBEC BOARD

Wednesday, June 10, 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: Dena Mooney, Calumet County; Brenda Schneider and Lisa Pauly, Fond du Lac County; Ken Tebon, Kewaunee County; Wendy Hielsberg and Paul Sundquist, Winnebago County. **EXCUSED:** Ralph Prescott, Calumet County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Justin DeJager, Oshkosh CVB; Matt Payette, Director of Calumet County Planning, Zoning, and Land Information Department; Susanne Barnet, Pilch & Barnet.

APPROVAL OF MAY 13, 2015 MINUTES: Motion by Schneider, second by Pauly, to approve the May, 2015 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Board Chair Sundquist commented that he thought the Board accomplished quite a bit at the last meeting. He added that Lyn Pilch did an excellent job facilitating the strategic planning session.

PROJECT DIRECTOR'S REPORT: Bill Korrer briefed the Board on the WCA Constitution Committee's recommendations to changes the WCA Constitution regarding the titles of the officers, the terms of office, the selection process, timing of the changes, district representation, and the composition of the WCA Board.

- a. Northwoods Rail Transit Commission: The Rail Transit Commission is pursuing two grants targeting the addition of dedicated forest product cars into Northern Wisconsin and Michigan's Upper Peninsula. They are looking at Wisconsin's Freight Rail Preservation Program (FRPP) for 50 cars at a total cost of approximately \$6 million - \$4.2M from the FRPP and a \$1.2M match from Canadian National. They have also submitted a scaled down TIGER Grant of \$6 million for 50 cars using a similar Canadian National match formula.
- b. Wisconsin Ag Tourism Association: The WATA Board has decided to work on the event barn/wedding regulations issue. Legislative remedy is being researched.

FINANCIAL REPORT: Bill Korrer reported that there is currently an undesignated fund balance of \$27,361.59. Motion by Mooney, second by Pauly, to accept the financial report. Motion carried.

ACTION ITEMS:

- a. Set 2016 East Central ITBEC Dues: Motion by Pauly, second by Schneider, to keep the East Central ITBEC dues the same for 2016. Motion carried.

DISCUSSION/DECISION - Strategic Planning Session Follow-Up Action: Susanne Barnet of Pilch & Barnet reviewed the compilation of materials from the strategic planning session last month with the Board. The focus was what to do next with the ideas on the prioritized list created from the planning session. Making over and updating the website needs to be done before engaging in any new promotional strategies because the goal is to drive people to the website for additional information. Any movement into social media will be put on hold while other promotional elements are reinforced. Several of the identified assets were either redefined or relabeled. There should probably be a 3-6-9-12 month timeline for achieving the identified goals. The completed website makeover is more than likely a year out.

TOURISM RELATED PROJECTS: The Board did a quick review of the project areas listed below. Many of the items are on hold while the new marketing strategy is refined.

- a. Taste of the Lakes Reprint: On hold.
- b. Strategic Plan for Marketing: Underway.
- c. Unique Your Trip - Possibly Combine with Another Brochure? On hold.
- d. Antiquing/Collectables/Crafts Brochure: On hold.
- e. Winter Promotion - Ice, Sturgeon: On hold.
- f. Fox-Wisconsin Heritage Parkway: It was noted that the umbrella organization is considering purchasing a paddle-wheel excursion boat.
- g. Chicago Boat Show: Contact will need to be made with the Tourism Department to see if the sports show co-op program is still active.
- h. Future Projects: On hold.

ITEMS FOR FUTURE AGENDA: No new items were requested for the next agenda.

SET NEXT MEETING DATE: The next meeting will be held on July 8, 2015 starting at 1:00 p.m. in Oshkosh.

ADJOURNMENT: Motion by Mooney, second by Schneider, to adjourn at 3:15 p.m. Motion carried.