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## EAST CENTRAL ITBEC BOARD

Tuesday, August 18, 2015

Kewaunee County Highway Department  
Kewaunee, WI 54216

### 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:** Ralph Prescott and Dena Mooney, Calumet County; Lisa Pauly, Fond du Lac County; Ken Tebon and Dave Myers, Kewaunee County; Paul Sundquist and Wendy Hielsberg, Winnebago County. **EXCUSED:** Brenda Schneider, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Matt Payette, Director of Calumet County Planning, Zoning, and Land Information Department.

**APPROVAL OF JULY 8, 2015 MINUTES:** Motion by Pauly, second by Prescott, to approve the July 8, 2015 Board Minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Sundquist noted that, as a destination, the East Central ITBEC has lots of somewhat disjointed promotional efforts going on. Chair Sundquist thought that it might be best to focus on a "known as" brand that will become the centerpiece of the various promotions.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer distributed information on the USDA Rural Development "Small Town Downtown Forums" series that will be held in late August and early September at four locations across the state. One will be offered in Green Lake on August 26th at the Green Lake Town Square. The target group are communities with populations of 1,500 or less.

- a. Northwoods Rail Transit Commission: Bill Korrer told the Board that the Northwoods Rail Transit Commission met recently and reviewed the status of the TIGER Grant Application. The requested grant amount is for a total of \$13.8 million; \$4.8M would be state of Wisconsin funds, \$3M would be state of Michigan funds, \$1.2M is pledged by Canadian National, and the balance is \$4.8M TIGER funds. The \$4.8M Wisconsin dollar earmark did not make the stampede of items attached to the budget bill, so stand alone legislation will be needed to secure those dollars. The successful grant would allow the purchase of 115 dedicated forest product rail cars. The Escanaba & Lake Superior Railroad (E&LS) has just submitted the necessary paperwork for certification from the American Association of Railroads to enter into rail car production. E&SL has predicted that if they were the successful bidder, they could turn out approximately seven rail cars per week.
- b. Wisconsin Ag Tourism Association: Wedding/event barns were the hot topic. Essentially, wedding barns need to understand that they fall into the same category as other types of commercial buildings that host events. There is a 180 day seasonal exception to some of the rules, but the confusing part is whether or not they need to be sprinklered. If they are classified as an event hall, then the threshold is 300 people or more before tighter regulations come into play, when compared to tavern-type businesses with smaller maximum capacity occupancy numbers. It would appear that a legislative remedy is the most likely way to address this rising problem. The 2016 WATA Conference will be held in mid February at a location to be determined. The educational series will be changing to "field days" next year. There are now over 192 members compared to just 42 a couple of years ago. 12,000 ag tourism flyers were sent out to motor coach tour operators recently.

**FINANCIAL REPORT:** Bill Korrer said that no checks were issued since the last meeting. The undesignated fund balance is at \$27,367.16.

**DISCUSSION/DECISION - Strategic Planning Session Follow-Up Action:** Paul Sundquist opened the discussion by suggesting that the Board may want to talk about what a title or brand could be for the region. Matt Payette referenced the original strategic planning proposal and questioned if the product was delivered. The discussion turned to the desire to convey to Pilch & Barnet (P & B) that the ITBEC doesn't have a consistent brand message and that P & B should provide several "identifying brands" with some tag lines. Motion by Prescott, second by Hielsberg, to refer the strategic plan back to Pilch & Barnet for a more complete action plan. Motion carried.

**OLD NORTHWEST FRONTIER TOURS:** Dena Mooney told the Board she had come across Old Northwest Frontier Tours and that they had a very detailed historic self-guided tour of the the Lake Winnebago region available for download at a very reasonable price. She said this may be somebody the ITBEC might want to partner with for future projects.

**DISCUSSION/DECISION - Brochure Inventory:** The Board members reported that they had a total of 800 copies of the "Taste of the Lakes", 600 "Unique" brochures, 1,000 "Road Trip", 400 "Go Outside & Play", and pallets of the "Cruising/Fishing Map". Members were planning on redistribution of the inventory following today's meeting.

**TOURISM RELATED PROJECTS:** The Board felt that until the marketing strategic plan is finalized, these items would be on hold.

- 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. Chicago Boat Show
- g. Future Projects

**ITEMS FOR FUTURE AGENDA:** Nothing new was suggested for the next agenda.

**SET NEXT MEETING DATE:** The next meeting will be on October 6, 2015 starting at 12:30 p.m. with Pilch & Barnet scheduled for 1:30 p.m. The meeting will be in Fond du Lac at the CVB.

**ADJOURNMENT:** Motion by Prescott, second by Mooney, to adjourn at 2:47 p.m.  
Motion carried.