

## EAST CENTRAL ITBEC BOARD

Tuesday, October 6, 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 pm.

**ROLL CALL:** Dena Mooney, Calumet County; Lisa Pauly and Brenda Schneider, Fond du Lac County; Ken Tebon, Kewaunee County; Paul Sundquist and Wendy Hielsberg, Winnebago County. **EXCUSED:** Ralph Prescott, Calumet County; Dave Myers, Kewaunee County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Ron Heuer, Kewaunee County Board Chair. Introductions were made around the room.

**APPROVAL OF AUGUST 18, 2015 MINUTES:** Motion by Pauly, second by Hielsberg, to approve the August 18, 2015 Board minutes as printed. Motion carried. Schneider abstaining.

**CHAIR'S REMARKS:** Chair Sundquist thanked those in attendance. Chair Sundquist said that the branding, or identity, of the East Central ITBEC remains a priority in his opinion.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer apologized for his late arrival, but about 30 minutes into his drive to Fond du Lac he experienced automotive problems that threatened the trip and he was forced to return to Minocqua and change to another vehicle.

- 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 Wisconsin funds, \$3M would be 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 list 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&LS has stated that if they were awarded the bid, they estimate they could turn out seven cars per week.
- b. Wisconsin Ag Tourism Association: The 2016 WATA Conference will be held in mid February in Marshfield. 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. Legislation to try and address the wedding barn/event barn issues is being drafted.

**FINANCIAL REPORT:** Bill Korrer reported that there is currently an undesignated fund balance of \$27,378.66. Mr. Korrer recommended closing out the balance of the account set aside for the joint ITBEC booth of \$137.50. Motion by Pauly, second by Mooney, to close out "ITBEC Booth @ WCA Conference Marketplace" line item account in the amount of \$137.50 and return the balance to the East Central ITBEC Project Funds account. Motion carried. Motion by Schneider, second by Mooney, to approve the financial report. Motion carried.

**DISCUSSION/DECISION - Pilch & Barnet's Strategic Planning Session Follow-Up:**

Lisa Pauly said that she did contact Pilch & Barnet regarding today's meeting, but they were not able to attend. The Board's discussion centered on two options - going with the suggested plan and starting over or do baby steps with the existing projects that have shown high levels of success. The Board reviewed in detail the 10 brand assets listed by Pilch & Barnet. Board members expressed their frustration that Pilch & Barnet totally missed the Board's desire to have both Lake Michigan and Lake Winnebago the primary marketing asset. After looking over the 10 brand assets, the list was consolidated down to five major topics:

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- Big Waters - both Winnebago & Michigan (tie the Ledge into this topic)
- Supper Clubs
- Ag Tourism
- Heritage Travel
- Events

Motion by Pauly, second by Schneider, to contract with the Oshkosh CVB for asset management coordination at a cost not to exceed \$500; funds to come from the "Professional Services" line item account. Motion carried.

Lisa Pauly will inform Pilch & Barnet of today's action.

**DISCUSSION/DECISION - Brochure Inventory:** Because inventories were shared at the last meeting, there wasn't a need to make an adjustment.

**TOURISM RELATED PROJECTS:** The Board felt that until the strategic marketing plan takes shape, it would be prudent to put the tourism related projects on hold. No action was taken on the items listed below.

- 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:** Remove the Brochure Inventory item.

**SET NEXT MEETING DATE:** The next meeting will be in Calumet County on November 3, 2015 starting at 1:00 p.m.

**ADJOURNMENT:** Motion by Tebon, second by Hielsberg, to adjourn at 2:54 p.m. Motion carried.