

EAST CENTRAL ITBEC BOARD

Tuesday, November 3, 2015

Ledge View Nature Center
Chilton, WI 53014

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 and Ralph Prescott, 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 OCTOBER 6, 2015 MINUTES: Motion by Mooney, second by Prescott, to approve the October 6, 2015 Board minutes as printed. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Chair Sundquist shared samples of some marketing logos a friend created. Chair Sundquist felt strongly that finding the East Central ITBEC's "identity" will help craft a new marketing strategy. No action was taken on the sample logos.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer said that since the last meeting a month ago, there hasn't been any new activity. Still no decision on the TIGER Grant Application. There are reports that the remainder of Michigan's UP Counties will be joining the Rail Transit Commission shortly, along with a handful of Northeastern Minnesota Counties. These additions would greatly increase the regional presence of the group.

- b. Wisconsin Ag Tourism Association: Legislative efforts are underway to try and address the wedding barn/event barn issues.

FINANCIAL REPORT: Bill Korrer reported that there is an undesignated fund balance of \$27,521.72. The Board discussed various fund balances. Motion by Prescott, second by Mooney, to close out the 2014 "County Visitors Guide Advertising - Calumet County" in the amount of \$40.00 and to close out the 2015 "Farm Fresh Atlas" in the amount of \$500 and return the balances to the East Central ITBEC Project Funds account. Motion carried. Motion by Prescott, second by Mooney, to retitle all the 2014 line item accounts as 2015 accounts. Motion carried.

DISCUSSION/DECISION - PILCH & BARNET'S STRATEGIC PLANNING

SESSION FOLLOW-UP: Lisa Pauly explained her recent contact with Pilch & Barnet. She said that Pilch & Barnet continue to try and steer the group into focusing on Lake Winnebago as the primary asset rather than both Lake Winnebago and Lake Michigan, as the Board desires. Ms. Pauly will have a conference call to try and sort things out. The topics will include a logo, tag line, an updated plan following the Board's prior edit, and the actual deliverable of the marketing plan.

DISCUSSION/DECISION - WISCONSIN DEPARTMENT OF TOURISM

ADVERTISING: Bill Korrer distributed copies of the rate sheet for advertising in the Department of Tourism's new combined travel guide and activities guide. Members felt that this is not the time to purchase advertising not knowing exactly what direction their marketing is going. No action was taken.

TOURISM RELATED PROJECTS: No action was taken on the items listed below pending the strategic marketing plan taking shape.

- 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: D/D - "Wisconsin From the Air" type of marketing platform; Asset Assessment Update.

East Central ITBEC Board Minutes

Page 3

November 3, 2015

SET NEXT MEETING DATE: The next meeting was scheduled for January 14, 2016 in Oshkosh starting at 1:00 p.m.

ADJOURNMENT: Motion by Tebon, second by Myers, to adjourn at 2:23 p.m. Motion carried.