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**EAST CENTRAL ITBEC TOURISM COMMITTEE  
&  
EAST CENTRAL ITBEC BUSINESS COMMITTEE  
(Joint Meeting)**

Tuesday, October 11, 2011

Calumet County Courthouse  
Chilton, WI

**MINUTES**

**CALL TO ORDER:** East Central ITBEC Tourism Committee Chair Paul Sundquist called the meeting to order at 1:15 p.m. Chair Sundquist apologized for his late arrival; the unanticipated construction detour in northwest Calumet County added some time to his trip.

**ROLL CALL:** Paul Sundquist, Winnebago County (Tourism Committee); Bill Roh, Winnebago County (Business Committee); Kelly Nieforth, Calumet County (Tourism & Business Committees); Matt Payette, Kewaunee County (Tourism & Business Committee). **ABSENT:** Arlene Schmuhl, Winnebago County (Tourism Committee). **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Ralph Prescott, Calumet County Supervisor; Jay Shambeau, Calumet County Administrator.

**APPROVAL OF JUNE 2, 2011 MINUTES:** Motion by ROH, second by PAYETTE, to approve the June 2, 2011 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Tourism Committee Chair Sundquist thanked the Committees for their patience with the delayed start of the meeting today.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer told the Committee that WCA Field Services rep Dave Dumke retired on July 15, 2011. At this time, there are not plans to replace Mr. Dumke.

- a. Wisconsin Ability Network: Bill Korrer shared the following project report from Wisconsin Ability Network (WAN) contractor Darryl Mayfield: "In accordance with the 2010 - 2011 CDBG Grant and fulfillment of the contract with Juneau County, Bradley-Mosech Group, LLC, WAN, Inc. operating agent, submitted four bound plan documents to Juneau County Economic Development Corporation for submittal to Juneau County. Specifics of the plan include a private/public partnership to create and implement a website designed to take advantage of social networking to increase awareness of economic development, production, and retail capabilities of work centers as a means to create synergy with entrepreneurs and economic development agencies."

LYNDA BRADSTREET  
DIRECTOR OF ADMINISTRATION & FINANCE

JON HOCHKAMMER  
DIRECTOR OF INSURANCE OPERATIONS

JOHN REINEMANN  
LEGISLATIVE DIRECTOR

J. MICHAEL BLASKA  
DIRECTOR OF PROGRAMS & SERVICES

MARK D. O'CONNELL, EXECUTIVE DIRECTOR

- b. Annual Statewide ITBEC Conference Follow-Up: Bill Korrer described the presentations at the Annual Statewide ITBEC Conference held in July at Lac du Flambeau. Paul Sundquist thanked Kelly Nieforth for putting together the PowerPoint presentation that Stan Kline used during the East Central ITBEC's report to the Conference attendees.
- c. Budget Repair Bill: Bill Korrer told the Committee that the WCA Legislative team is digesting and analyzing Wisconsin Act 10, better known as the budget bill. Many municipal employees are having the 5.8% WRS withholding out of their paychecks now and beginning on January 1, 2012, the health insurance contributions will start if the employee gets their health insurance through the state system. Other pieces of the budget bill aren't so clear; it's kind of like trying to hit a moving target understanding and applying all the elements.
- d. Rail Consortium: Bill Korrer told the Committees that a group of northern counties that are served by the Canadian National Railroad line, that parallels U.S. Highway 8, are preparing to form a rail commission, being proactive so they can move rapidly if Canadian National decides to abandon the railway.

**PROFESSIONAL SERVICES CONTRACTOR ACTIVITY REPORT:** Kelly Nieforth reported that with the uncertainty right now over which counties are definitely in the East Central ITBEC, there hasn't been any activity on contracted projects.

**FINANCIAL REPORT:** Bill Korrer told the Committees that there is currently an undesignated fund balance of \$1,483.73 at this time.

**UPDATE - Expanding East Central ITBEC Membership:** Bill Korrer said that he sent out a 2012 ITBEC budget advisory to the identified neighboring counties, as well as the current members. He received several calls as to why the non-member counties received the letters. After explanations, there seemed to be at least a small amount of interest in the future about the East Central ITBEC.

**UPDATE - Reprint of *Cruising the Lake Winnebago System Map*:** The reprint of the *Cruising* map is on hold until the membership issue sorts itself out. Because the maps won't be needed until the late winter and early spring outdoor shows at the earliest, the wait is not delaying things.

**DISCUSSION/DECISION - Advertising in Visitor Guides:** Motion by NIEFORTH, second by PAYETTE, to continue advertising in the member County Visitor guide, up to a \$500 ad per county; using the "Taste of the Lakes" account first, then the "General Advertising" account as necessary. Motion carried.

**ANNUAL APPOINTMENT OF TOURISM COMMITTEE MEMBERS:** No action was taken.

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**FISHING GUIDE UPDATE:** Kelly Nieforth told the Committees that the guide is doing well and that they will need to look at a reprint soon. The Committees briefly discussed distribution of the fishing guide at sports shows, but took no action. Chair Sundquist directed that an agenda item covering this be included on the East Central ITBEC Board agenda.

**TOURISM COMMITTEE PROJECTS UPDATE:** Kelly Nieforth shared the upcoming show dates for the East Central ITBEC's Discover Wisconsin shows. They are the June 9 & 10, 2012 weekend and the weekend of January 5 & 6, 2013.

**BUSINESS COMMITTEE PROJECTS UPDATE:** The primary Business Committee projects, the Global Trade Conference and the Farm Fresh Atlas, are completed at this time.

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

**SET NEXT MEETING DATE:** The next meeting date will be set at the Board meeting.

**ADJOURN:** Motion by ROH, second by PAYETTE, to adjourn at 2:36 p.m. Motion carried.