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

Wednesday, September 22, 2010

Oshkosh CVB  
Oshkosh, WI 54904

**MINUTES**

**CALL TO ORDER:** East Central ITBEC Tourism Committee Chair Paul Sundquist called the joint meeting to order at 1:01 p.m.

**ROLL CALL:** Paul Sundquist, Winnebago County (Tourism Committee); Kelly Nieforth, Calumet County (Tourism & Business Committees); and Matt Payette, Kewaunee County (Tourism & Business Committees). **EXCUSED:** Arlene Schmuhl, Winnebago County (Tourism Committee). **ABSENT:** Bill Roh, Winnebago County (Business Committee). **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS PRESENT:** Wendy Hielsberg, Executive Director - Oshkosh CVB.

**APPROVAL OF APRIL 7, 2010 MINUTES:** Motion by NIEFORTH, second by PAYETTE, to approve the April 7, 2010 minutes. Motion carried.

**CHAIR'S REMARKS:** East Central Tourism Committee Chair Sundquist recounted the history of the East Central ITBEC and Winnebago County's foresight and involvement with promotion of the county for Oshkosh CVB Executive Director Hielsberg.

**PROJECT DIRECTOR'S REPORT:**

- a. Wisconsin Ability Network: Bill Korrer told the Committees that the Wisconsin Ability Network received word that it received a dollar-for-dollar grant to conduct an assessment of the workshops, their size, and capabilities and prepare the information for distribution to local businesses that may be interested in contracting for services. Only workshops in the counties of the participating ITBEC will be evaluated. The Southwest, Northwest, and North Central ITBECs will be approached.

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- b. ITBEC Conference Follow-Up: Kelly Nieforth and Paul Sundquist commented on their impressions of the Annual ITBEC Conference. Both felt there were useful and timely presentations.
- c. Northern Networks Conference Follow-up: Bill Korrer told the Committees that Northern Networks Conference was focused on sustainability this year. There were presentations on biomass power and industrial heating applications, plasma gasification projects, and local foods.
- d. Wisconsin Way Update: The third and final session of the 2010 Wisconsin Economic Summit Series will be in Milwaukee on October 5, 2010 at the Wyndham Milwaukee Airport Hotel & Convention Center. The *Wisconsin Way* is one of 16 partners sponsoring the Wisconsin Economic Summit Series.

**WEBSITE DEVELOPMENT UPDATE:** Kelly Nieforth told the Committees that for all practical purposes, the [www.travelthelakes.com](http://www.travelthelakes.com) website construction is done. There will always be minor changes and updates occurring on the website. Ms. Nieforth asked Committee members to get any updates to her.

**FINANCIAL REPORT:** Bill Korrer told the Committees that there is currently an undesignated fund balance of (\$5,804.24). The negative balance reflects the third and final payment to Discover Mediaworks in January 2011 for the show that is under production now. Budget numbers were sent out to the member county clerks and board chairs for use in the local budgeting process. Included in that packet was a comparison of how the ITBEC counties compared to their neighbors in tourism related revenues for 2008 and 2009.

**DISCOVER WISCONSIN SHOW UPDATE:** Kelly Nieforth told the Committees that just a snowmobiling scene in Kewaunee County is left to be filmed. They are waiting on the script for review and to sign off on it. The show dates are scheduled for February 26 & 27, 2011 at this time.

**DISCUSSION/DECISION - TOURISM GUIDE PROMOTION:** Motion by PAYETTE, second by NIEFORTH, to approve up to \$500/county (up to \$1,500 total) again this year for an ITBEC ad in the 2011 visitor's guide. The funds are to come from the "Taste of the Lakes" account. Motion carried.

**DISCUSSION/DECISION - ON WISCONSIN OUTDOORS PROMOTION:** Bill Korrer explained the *On Wisconsin Outdoors* promotional offer to the Committees. While the offer was interesting, no action was taken by the Committees.

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**GUIDE UPDATE:** The ice fishing season is the target date for releasing the fishing guide. Because Arlene Schmuhl has been laid off at the Oshkosh CVB for the present time, Wendy will transfer those files to Kelly Nieforth.

**TOURISM PROJECTS UPDATE:** Kelly Nieforth told the Committees that before any new projects are started, they want to get the fishing project put to bed. All the other projects are in a "maintain" mode at the current time.

**BUSINESS COMMITTEE PROJECTS UPDATE:** Kelly Nieforth informed the Committees of a WEDA study.

**ITEMS FOR FUTURE AGENDA:** Nothing new was requested other than removing the *On Wisconsin Outdoors* item.

**SET NEXT MEETING DATE:** The next joint meeting will be in Calumet County on January 12, 2011 starting at 1:00 p.m.

**ADJOURNMENT:** Motion by PAYETTE, second by NIEFORTH, to adjourn at 2:30 p.m.  
Motion carried.