



22 EAST MIFFLIN STREET, SUITE 900
MADISON, WI 53703
TOLL FREE: 1.866.404.2700
PHONE: 608.663.7188
FAX: 608.663.7189
www.wicounties.org

EAST CENTRAL ITBEC BOARD

Tuesday, June 9, 2009

Winnebago County Courthouse Campus
Oshkosh, WI

MINUTES

CALL TO ORDER: East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:25 p.m.

ROLL CALL: Stan Kline, Winnebago County; Kelly Nieforth and Chester Dietzen, Calumet County; Matt Payette, Kewaunee County; and Citizen Member Paul Sundquist. **EXCUSED:** David Albrecht, Winnebago County. **ABSENT:** Donald Walters, Kewaunee County. **STAFF:** David Dumke and Bill Korror, Wisconsin Counties Association (WCA) Field Services Representatives.

APPROVAL OF MARCH 25, 2009 MINUTES: Motion by NIEFORTH, second by PAYETTE, to approve the March 25, 2009 minutes. Motion carried.

CHAIR'S REMARKS: East Central ITBEC Chair Stan Kline mentioned the upcoming Annual Statewide ITBEC Conference next month as a good opportunity to hear how the other ITBECs are doing and what sort of projects are working for them.

PROJECT DIRECTOR'S REPORT:

- a. Wisconsin Ability Network: Dave Dumke told the Board that he wouldn't spend much time on WAN today because WAN contractor Darryl Mayfield will be reporting at the Annual Statewide ITBEC Conference next month. The one new item is that Mr. Mayfield and Tom Cook, the director of RFW, will be meeting with Wal-Mart to discuss a disability component they have. This could open many new doors for work centers.
- b. Northern Networks Conference Follow Up: Dave Dumke said that there were several high level speakers at the Conference. Overall, it was a good and productive Conference. Energy sales to the United States are a major export for Canada. Because much of that is hydro-power combined with the new biomass power plants, this may be a method for Wisconsin utilities to meet the renewable benchmarks in place.
- c. Wisconsin Way *Blueprint For Change*: Bill Korror told the Board that the two conferences on the *Blueprint for Change* scheduled for late May were canceled because of the state budget crisis and the effort being put into that. At this time, those conferences, dealing with government revenues and government spending, have not been rescheduled. As more information becomes available, the Board will be kept informed.

- d. Annual Statewide ITBEC Conference: Dave Dumke reminded the Board that the Annual Statewide ITBEC Conference will be held in Lac du Flambeau on July 14 and 15, 2009. The tentative agenda and registration forms have been mailed out.
- e. WCA Reimbursement Policy: Bill Korrer had copies of the WCA Reimbursement Policy for the Board. The biggest change is that receipts are now required for reimbursement of meal expenses. However, the East Central ITBEC has been requiring those for a couple of years now. There are also changes to the daily limit and a new determination of what is a full day's expenses or a partial day's expenses. In addition, if a meal is included as part of a meeting or conference, the daily total or partial day total will be reduced by a set amount for that meal using the state of Wisconsin rates.

ACTION ITEMS:

- a. Fishing Promotion Campaign: Motion by DIETZEN, second by NIEFORTH, to allocate \$6,000 to be designated for a fishing promotion fund line item. Funds to come from the East Central ITBEC Project Funds Account. Motion carried.
- b. ITBEC Booth at 2009 WCA Marketplace: Motion by NIEFORTH, second by PAYETTE, to allocate up to \$200 to be designated for an equal share of booth space and related costs including a door prize for the booth at the 2009 WCA Annual Conference & Marketplace. Funds to come from the East Central ITBEC Project Funds Account. Motion carried.

EAST CENTRAL ITBEC PROMOTIONAL ITEMS UPDATE: Kelly Nieforth informed the Board on the promotional materials that have been ordered. Because of the different types of shows the East Central ITBEC attends, four primary promotional items were purchased. They include an imprinted folding Frisbee, coloring books & crayons, a slide puzzle, and a cube pen. The Tourism Committee also ordered some eco-friendly bags similar to the type that were used a decade or so ago in automobiles.

WEBSITE DEVELOPMENT UPDATE: The consolidation of the existing websites (all four of them) into a single site is underway. As part of that process, a new "brand image" is being developed capitalizing on the plentiful water resource in the East Central ITBEC.

FINANCIAL REPORT: Bill Korrer said there is currently an undesignated fund balance of \$25,408.00. Mr. Korrer suggested closing out the 2007 "Back to Nature Promotion" line item. Mr. Korrer also suggested that the 2007 "Boat & Outdoor Show Expenses" line item be re-titled as a 2009 account. Motion by NIEFORTH, second by DIETZEN, to close out the 2007 "Back to Nature Promotion" line item in the amount of \$176.79 and return those funds to the Project Funds Account and to move the 2007 "Boat & Outdoor Show Expenses" line item to the 2009 account category. Motion carried.

- a. Set 2010 Dues: Motion by PAYETTE, second by NIEFORTH, to keep the 2010 East Central ITBEC dues the same as 2009. Motion carried.

TOURISM COMMITTEE REPORT: Tourism Committee Chair Paul Sundquist told the Board that in addition to the projects reported on earlier, the Committee is preparing for reprinting the *Road Trip* brochure and the *Taste of the Lakes* brochure.

BUSINESS COMMITTEE REPORT: Chair Kline said that the recent Northeast Wisconsin Global Trade Conference, sponsored in part by the East Central ITBEC Business Committee, was excellent this year. Great speakers and timely topics highlighted this year's conference.

ITEMS FOR FUTURE AGENDA: Nothing new at this time.

SET NEXT MEETING DATE: The next East Central ITBEC Board meeting will be October 6, 2009 starting at 1:00 p.m. in Oshkosh.

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

DISCOVER WISCONSIN SHOW

ISSUE: The East Central ITBEC believes strongly in the regional partnerships that have been developed under the ITBEC umbrella. The East Central ITBEC's Tourism Committee is working on a fishing promotion for the area.

Discover Wisconsin is a regional television series that highlights the great life we have in the Badger State. The East Central ITBEC's member counties draw heavily from the *Discover Wisconsin* viewing market. The East Central ITBEC Tourism Committee feels that producing a *Discover Wisconsin* show will have a positive financial benefit to the area by increasing the knowledge of the traveling public and targeting sport fishermen specifically.

RECOMMENDATION: It is recommended that the East Central ITBEC Board allocate \$36,000 to be designated for a *Discover Wisconsin* television show. Funds to come from the East Central ITBEC Project Funds Account.

WISCONSIN ABILITY NETWORK MATCHING FUNDS

ISSUE: For the past five years, the East Central ITBEC has been part of a project that would increase work for disabled work centers in the East Central ITBEC area. This plan would change the climate of the work centers from a social service model to a business model.

Increasing private contracts for disabled work centers would reduce the tax burden on counties and give disabled workers more disposable income. In 2005, the Wisconsin Department of Commerce awarded the Southwest ITBEC (on behalf of all the ITBECs) a planning grant to develop a plan that would accomplish this goal.

From this grant, the Wisconsin Ability Network was created to carry out the objectives stated in the grant. The organizational structure and bylaws have been formed and the initial phase nears completion.

The Wisconsin Ability Network has applied for another CBED grant of \$20,000 from the Department of Commerce. As an applicant is awarded successive grants, the percentage of the match dollars compared to the grant award increases. To qualify for this grant, a 50% match is required. This match total is \$20,000. The grant match is 40% cash and 60% in-kind contributions.

Each of the three ITBECs in the Wisconsin Ability Network - the Southwest ITBEC, the East Central ITBEC, and the Northwest ITBEC - is being asked to contribute \$2,666 as the required cash match for the 2009 Department of Commerce CBED Grant award.

RECOMMENDATION: It is recommended that the East Central ITBEC allocate \$2,666 to be designated for matching funds for the CBED grant award from the Department of Commerce. Funds to come from the East Central ITBEC Project Funds Account.