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EAST CENTRAL ITBEC TOURISM COMMITTEE

Tuesday, June 9, 2009

Winnebago County Courthouse Campus
Oshkosh, WI

MINUTES

CALL TO ORDER: East Central ITBEC Tourism Committee Chair Paul Sundquist called the meeting to order at 1:00 p.m.

ROLL CALL: Paul Sundquist & Arlene Schmuhl, Winnebago County; Matt Payette, Kewaunee County; and Kelly Nieforth, Calumet County. **STAFF:** Dave Dumke and Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representatives. **OTHERS PRESENT:** Stan Kline, Winnebago County Supervisor; and Chester Dietzen, Calumet County Supervisor.

CHAIR'S REMARKS: East Central ITBEC Tourism Committee Chair Sundquist welcomed everybody to Oshkosh for today's meeting.

DISCUSSION/DECISION – FISHING PROMOTION: Arlene Schmuhl and Kelly Nieforth explained their desire to create a fishing promotional campaign in the East Central ITBEC. The dollars spent locally on fishing-related expenses are astronomical. It only makes sense to try and capture some of those fishermen's expenditures. Motion by NIEFORTH, second by SCHMUHL, to recommend to the East Central ITBEC Board that \$6,000 be allocated for a fishing promotion campaign. Motion carried.

ITEMS FOR FUTURE AGENDA: Discussion on attending fishing and/or trade shows.

SET NEXT MEETING DATE: The next East Central ITBEC Tourism Committee meeting will be September 24, 2009 in Calumet County. It will have a 1:00 p.m. start time.

ADJOURNMENT: With all business having been concluded, Chair Sundquist declared the meeting adjourned at 1:23 p.m.