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

Thursday, September 24, 2009

Oshkosh CVB
Oshkosh, WI 54904

MINUTES

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

ROLL CALL: Tourism Committee – Paul Sundquist and Arlene Schmuhl, Winnebago County. Tourism & Business Committee – Matt Payette, Kewaunee County; and Kelly Nieforth, Calumet County. **ABSENT:** Business Committee - Bill Roh, Winnebago County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS PRESENT:** Greg Smith, Discover Mediaworks.

APPROVAL OF MAY 27, 2009 MINUTES (Joint Meeting) AND JUNE 9, 2009 MINUTES (Tourism): Motion by NIEFORTH, second by SCHMUHL, to approve the May 27, and June 9, 2009 minutes. Motion carried.

CHAIR'S REMARKS: Tourism Committee Chair Sundquist commented that the Annual ITBEC Conference up in Lac du Flambeau was a good experience. The exchange of information among attendees is always a benefit to everybody.

PROJECT DIRECTOR'S REPORT: Bill Korrer told the committees that Wisconsin Counties Association Executive Director Mark O'Connell is seriously considering running for governor. At this time, Mr. O'Connell is weighing options before making a final decision.

- a. Wisconsin Ability Network: Bill Korrer told the committees that with the award of the latest CBED grant award of \$20,000, that there is a 50/50 match required. There has been some delay because of clarification on how much needed to be cash and what percentage could be in-kind contributions. An action item will be brought to the East Central ITBEC Board for the actual dollar amount needed. It is roughly \$2,700 from each of the three participating ITBECs.
- b. ITBEC Conference Follow-Up: Bill Korrer told the committees that Kelly Nieforth represented the East Central ITBEC during the ITBEC Report segment of the agenda. Attendees generally liked the mid-summer timeframe. There is some desire to move

the event to a lodging facility that contributes property taxes rather than a tribal casino. A final decision on that will be made later this winter.

- c. Northern Networks Conference Planning Update: The 2010 Northern Networks Conference is going to be hosted by Rainy River Futures, the economic development entity for the Fort Frances, Ontario area. Fort Frances is roughly 3½ hours northwest of Duluth. The conference's focus is going to be international trade with a tourism component for the first time.
- d. Wisconsin Way *Blueprint for Change*: The Wisconsin Way is hoping to conclude the remaining forums before the end of 2009. The next meeting dates have not been announced at this time.

WEBSITE DEVELOPMENT UPDATE: Kelly Nieforth told the committees that the new website is up and running. Through the courtesy of Greg Smith and his projector, the committees were walked through the site by Ms. Nieforth and Arlene Schmuhl. There are still some minor tweaks to be made on the site, but it is functional and informative.

DISCUSSION/DECISION - VISITOR GUIDE ADVERTISING: Last year, the East Central ITBEC took out display ads in each of the local visitor's guides. The committee discussed the benefits to advertising again this year. Motion by NIEFORTH, second by PAYETTE, to allocate up to \$1,500 total to be designated for advertising in the local visitor's guides. Funds to come from the Taste of the Lakes line item account. Motion carried.

DISCUSSION/DECISION - DISCOVER WISCONSIN: Greg Smith of Discover Mediaworks presented the *Discover Wisconsin* marketing package to the committees. A new feature is a video clip player hosted by *Discover Wisconsin* that allows the partner to put short video snippets on the website. The cost for the two-year partnership is \$36,000. Mr. Smith told the committees that *Discover Wisconsin* has typically structured the ITBEC payments over several years. Motion by NIEFORTH, second by SCHMUHL, to recommend the East Central ITBEC Board commit to a Discover Wisconsin show package for \$36,000. Motion carried.

DISCUSSION/DECISION - PRINTING COSTS AND FORMAT CHANGE FOR THE FISHING GUIDE: Arlene Schmuhl told the committee that she and Kelly were thinking about using a "tough" waterproof paper type for the fishing guide; similar to what *Fishing Hotspots* uses on their maps. But the different paper increases the cost by \$4,000 for a 12 page booklet. Discussion followed. Motion by SCHMUHL, second by NIEFORTH, to table any action until after the Board makes a decision on the Discover Wisconsin commitment. Motion carried.

DISCUSSION/DECISION - PRINTING COSTS FOR UNIQUE YOUR TRIP: The *Unique* brochure needs to be reprinted. At this time, the *Green Plate Special* project has not been started and probably is some ways off. Motion by SCHMUHL, second by NIEFORTH, to recommend

to the East Central ITBEC Board that the *Green Plate Special* line item account be closed and those funds be applied to the *Unique Your Trip* line item account. Motion carried.

FINANCIAL REPORT: Bill Korrer informed the committees that there is currently an undesignated fund balance of \$19,401.17. The 2010 dues are the same as 2009 and letters were sent out to the member counties explaining that figure for their budgeting processes.

PROMOTIONAL ITEMS UPDATE: Samples of the recently approved promotional items were distributed to the committee members. Yet to be ordered are the coloring books and crayons.

BUSINESS COMMITTEE PROJECTS REPORT: The Northeast Wisconsin Global Trade Conference will be held March 30, 2010 in Oshkosh. The Business Committee has been a sponsor in the past.

TOURISM COMMITTEE PROJECTS UPDATE: The Tourism Committee activity was discussed under the various agenda items.

ITEMS FOR FUTURE AGENDA: Fishing map, *Discover Wisconsin* show.

SET NEXT MEETING DATE: The next meeting will be on October 6, 2009 at 2:00 p.m., or upon conclusion of the East Central ITBEC Board meeting, which ever comes sooner. The meeting will be in Oshkosh.

ADJOURNMENT: Motion by NIEFORTH, second by PAYETTE, to adjourn at 3:15 p.m. Motion carried.