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EAST CENTRAL ITBEC BOARD OF DIRECTORS

Friday, October 28, 2022
Noon

Fond du Lac CVB
Boardroom
23 S. Main Street
Fond du Lac, Wisconsin

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes of August 26, 2022 Meeting
4. Election of Officers
5. Financial Report
6. Discussion with Regard to Development of the 2023 East Central ITBEC Budget
7. Creation of a Marketing Plan for 2023
 - a. Insertion in Travel Wisconsin's 2023 Official Travel Guide
 - b. 2023 Travel Wisconsin Co-op Program
 - c. Other Marketing Opportunities
8. Endless Shores of Wisconsin Website
 - a. Website Analytics
 - b. Website Maintenance
9. Consideration of Early Payment of Third Installment to Discover Mediaworks, Inc. for the Production of Discover Wisconsin Television Series Episode Featuring East Central ITBEC

10. Bylaws Review

11. Set Meeting Schedule for Remainder of 2022 and 2023

12. Adjourn



EAST CENTRAL ITBEC BOARD OF DIRECTORS

August 26, 2022

Oshkosh Corporation Global Headquarters
Oshkosh, Wisconsin

MINUTES

CALL TO ORDER: Chair Paul Sundquist called the meeting to order at 10:10 a.m.

ROLL CALL: PRESENT: Scott Rodman, Fond du Lac County; Paul Sundquist, Winnebago County; Mary Kohrell, Calumet County; Joel Clark, Calumet County; and Lisa Pauly Lefeber, Fond du Lac Area CVB. **ABSENT:** Doug Nelson, Winnebago County. **OTHERS PRESENT:** Amy Albright, Visit Oshkosh and Ethan Hollenberger, Winnebago County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Kohrell, second by Clark, to approve the minutes of the April 6, 2022 meeting. Motion carried.

ELECTION OF OFFICERS: By unanimous consent the members agreed to hold this item over to the next meeting.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed with board members revenues and expenditures as of August 17, 2022.

BUDGET AND ASSESSMENTS FOR 2023: East Central ITBEC board members discussed member assessments for 2023. Motion by Pauly Lefeber, second by Clark, to assess member dues at 2022 levels: Calumet County - \$2,600; Winnebago County - \$11,000; Fond du Lac County - \$6,500. Motion carried.

DISCUSSION ON THE CREATION OF A MARKETING PLAN FOR 2023: As many of the board members are new, Chair Sundquist explained the history of the East Central ITBEC. Discussion on the marketing plan was held over to the next meeting.

BYLAWS REVIEW: A discussion was held regarding the bylaws of the East Central ITBEC. Further discussion on the bylaws will be held at future meetings.

WCA ANNUAL CONFERENCE: Sarah Diedrick-Kasdorf indicated that the East Central ITBEC will be hosting a booth with the North Central and Northwest ITBECs at the WCA Annual Conference in September. If the ITBEC has any materials to distribute at the booth please contact Sarah.

SET NEXT MEETING DATE: The next meeting was set for the last half of October.

ADJOURN: Chair Sundquist adjourned the meeting at 12:18 p.m.

TRAVEL WISCONSIN

2023 OFFICIAL TRAVEL GUIDE PRINT



2022 ESTO Mercy Award for
Printed Collateral Materials

FOR ADVERTISING INFORMATION,
PLEASE CONTACT:



DAN CARTER
DESTINATION DEVELOPMENT SPECIALIST
602-432-7119
dcarter@maddenmedia.com



JAKE SILLAVAN
DIRECTOR OF DESTINATION STRATEGY
281-352-5607
jsillavan@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:
Kristin Fletcher, Campaign Manager
kfletcher@maddenmedia.com

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MADDEN
CONNECT PEOPLE TO PLACES

Inspire Travelers to Visit WISCONSIN

Travel Wisconsin's Official Travel Guide delivers the best of Wisconsin to visitors. They depend on the guide as their source for selecting where to go, where to stay, and what to do while visiting Wisconsin. The guide is the official fulfillment piece for next year—showcase your destination or attraction to interested travelers in 2023.

IMPORTANT DATES



AD CLOSE
OCTOBER 28, 2022



MATERIALS DUE
NOVEMBER 4, 2022



PUBLICATION/BILLING
MARCH 2023

AD RATES*

STANDARD POSITION	RATE
Full Page	\$ 5,405
1/2 Page	\$ 2,770
1/4 Page	\$ 1,865

PREMIUM POSITION**	RATE
Inside Front Cover**	\$ 6,485
Facing Inside Front Cover**	\$ 6,215
Inside Back Cover**	\$ 6,215
Table of Contents (Left)	\$ 6,005
Table of Contents (Right)	\$ 6,005
Facing Welcome Full Page**	\$ 6,005
Facing Masthead Full Page**	\$ 6,005
Masthead (1/2 Page)	\$ 4,144

Pre-billing available. Details subject to change.

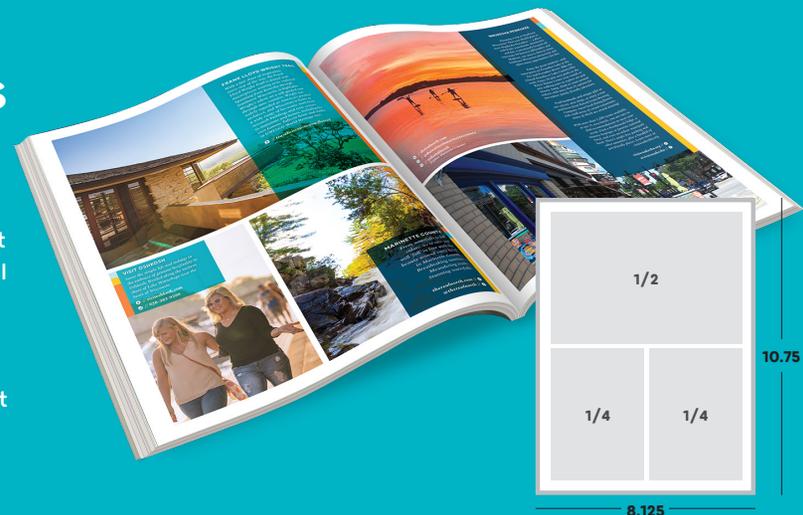
Travel Wisconsin has final decision on ad placements.
All rates are net.

Previous and new advertisers have first right of refusal.

**Premium Position for advertorial ad will include a QR Code.

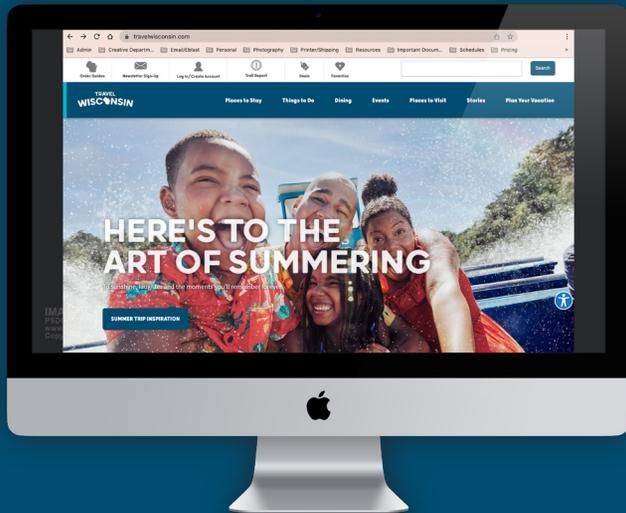
ENGAGE READERS WITH SPONSORED CONTENT ADS

New for 2023, all ads in the Wisconsin Travel Guide will be in a "Sponsored Content" format. Available in full-page, half-page and quarter-page sizes, Sponsored Content Ads combine your imagery with inspirational copy about your destination, attraction, or lodgings. You provide images and copy, and our team will edit and lay out the ad to ensure it looks fantastic. Sponsored Content Ads look like editorial, so readers are more likely to interact with your ad.



TRAVEL WISCONSIN

2023 OFFICIAL TRAVEL GUIDE DIGITAL



Produced in partnership between
Travel Wisconsin and Madden

**FOR ADVERTISING INFORMATION,
PLEASE CONTACT:**



DAN CARTER
DESTINATION DEVELOPMENT SPECIALIST
602-432-7119
dcarter@maddenmedia.com



JAKE SILLAVAN
DIRECTOR OF DESTINATION STRATEGY
281-352-5607
jsillavan@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:
Kristin Fletcher, Campaign Manager
kfletcher@maddenmedia.com



2023 OFFICIAL TRAVEL GUIDE DIGITAL ADDED VALUE

Inspire Travelers to Visit

WISCONSIN

We know audiences consume media across different channels, and with these added value opportunities included with Wisconsin Travel Guide Sponsored Content ads, we can help you maximize the reach of your destination's message. **Check out these no-cost additions to each Sponsored Content ad purchase:**

PREMIUM POSITION	FULL PAGE	HALF PAGE // QUARTER PAGE
FACEBOOK CANVAS AD	INSTAGRAM STORY	INSTAGRAM STORY
Up to four images included in ad	Single Image Story: one image per day for a week (Mon-Fri)	Single Image Story: one image per day for a week (Mon-Fri)
Estimated Impressions: 15,000	Estimated Impressions: 5,000 per story	Estimated Impressions: 5,000 per story
EMAIL PROMO AD	FACEBOOK CANVAS AD	
Inclusion in Wisconsin Traveler email	Up to four images included in ad	
Subscriber list of over 88,000	Estimated Impressions: 15,000	

TRAVEL WISCONSIN

2023 OFFICIAL TRAVEL GUIDE



Produced in partnership between Travel Wisconsin and Madden

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



DAN CARTER
DESTINATION DEVELOPMENT SPECIALIST
602-432-7119
dcarter@maddenmedia.com



JAKE SILLAVAN
DIRECTOR OF DESTINATION STRATEGY
281-352-5607
jsillavan@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

Kristin Fletcher, Campaign Manager
kfletcher@maddenmedia.com



EXCLUSIVE OPPORTUNITY: SPONSORED SIDEBAR

Become a part of the story with a Sponsored Sidebar. As a DMO partner of Travel Wisconsin, you can tell your destination's story within the feature editorial of the 2023 Wisconsin Travel Guide. You provide content and a QR code pointing to your website, and our creative team will design it as part of a feature spread within the guide. Sponsored Sidebar spaces are extremely limited, so reserve your spot today!



AD RATES*

STANDARD POSITION	RATE
1/3 Page Editorial Sidebar 150 words	\$ 2,500

*All Sponsored Sidebar Content will be subject to review and approval by Travel Wisconsin.

DIGITAL ADDED VALUE

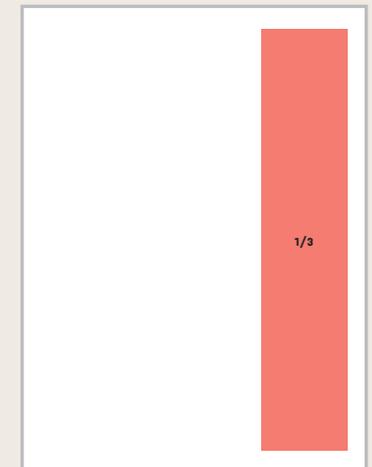
EDITORIAL SIDEBARS

FACEBOOK CANVAS AD

Up to four images included in ad
Estimated Impressions:
15,000

WEBSITE PRE-FOOTER AD

Ad will run for 1 month
Estimated Impressions:
20,000



2023 CO-OP OPPORTUNITIES

TRAVEL
WISCONSIN



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2023 TRAVEL WISCONSIN CO-OP OVERVIEW

The Travel Wisconsin co-op supports the Wisconsin **shared brand promise** and helps all of our dollars go further as we drive economic impact. Each year, we evaluate the co-op program to ensure it's still on brand, aligned with the Travel Wisconsin strategy and provides the greatest possible lift. Travel Wisconsin is pleased to offer co-op advertising, public relations and trade show opportunities through December 2023.

The primary objective for the co-op program is to provide strategic and affordable promotional opportunities to help you engage and attract key audiences to your destination. These programs pool your resources with Travel Wisconsin resources to maximize the value of your dollars and offer opportunities that perhaps would be otherwise budgetarily unattainable. The program also allows you to try new tactics in a guided manner, with the potential for less risk than doing so on your own.

Co-op programs reach across a variety of platforms, including newsletter features, special offers and deals, social media, media familiarization trips and more.

The entire Wisconsin tourism industry can participate in co-op programs - convention and visitor bureaus, chambers of commerce, tourism commissions, lodging properties, attractions, performing arts groups, museums, retail outlets, etc. If you're supporting traveler spending in Wisconsin, you're likely eligible to participate.

Registration for all co-op opportunities can be found on the Travel Wisconsin extranet marketplace. Once registered for an opportunity through the Travel Wisconsin marketplace, you'll work with Hiebing, Travel Wisconsin's advertising agency, or Turner, Travel Wisconsin's public relations firm. Registration for all co-op opportunities can be found on the Travel Wisconsin extranet marketplace ([link below](#)).

Most opportunities are limited and available on a first-come-first-serve basis - so sign up today to leverage these Travel Wisconsin resources and secure your spot!

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

Questions on PR co-op opportunities?

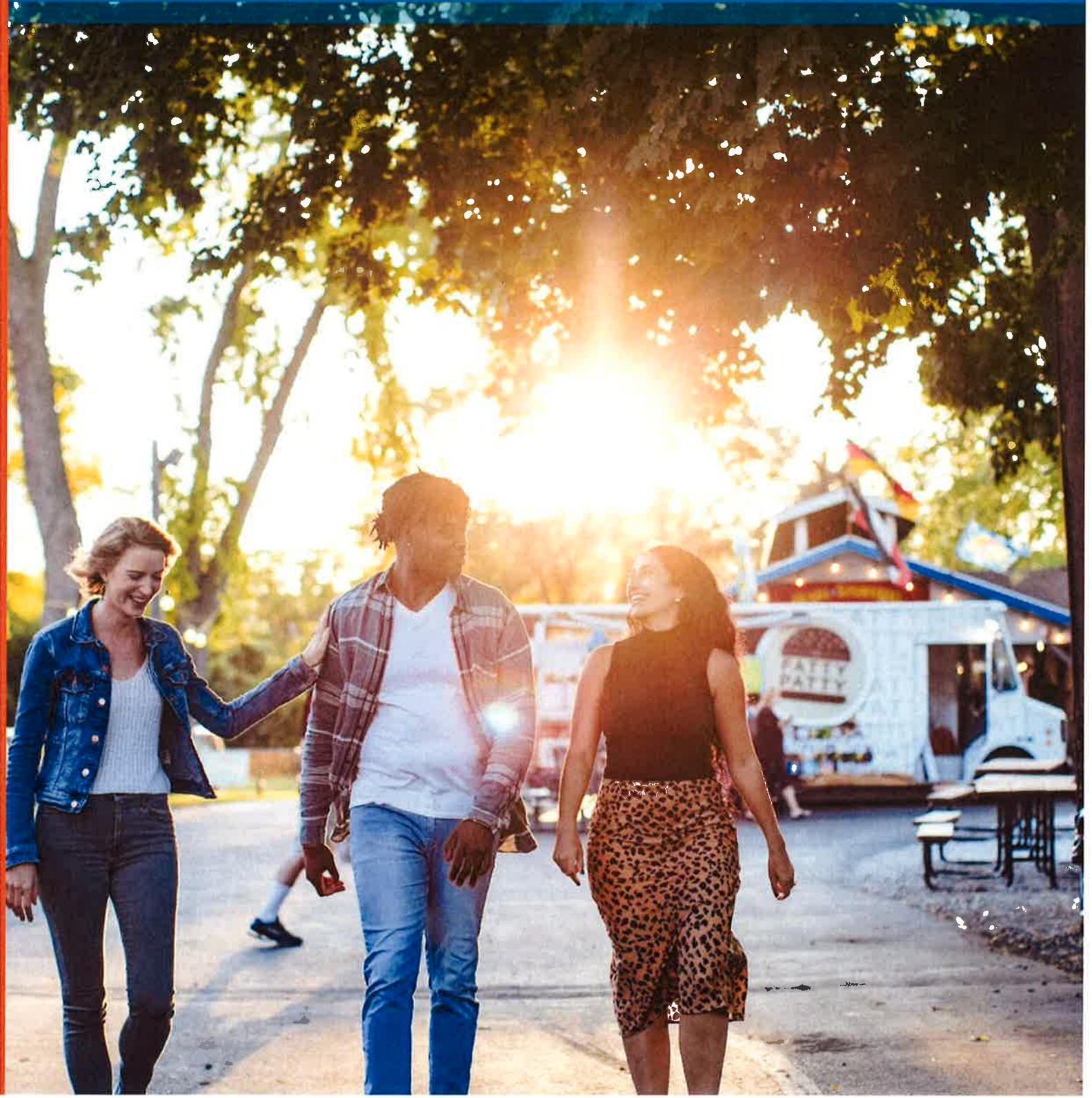
Contact Kate Davis at wisconsin@turnerpr.com.

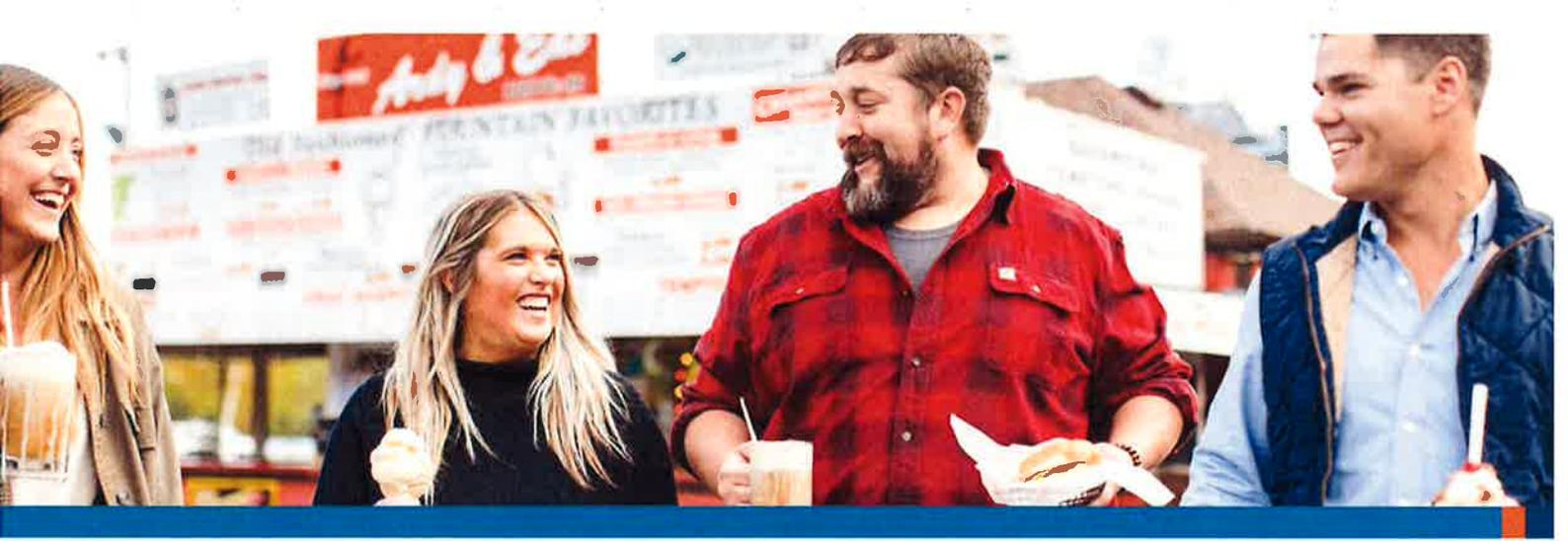
READY TO SIGN UP?

<https://wisconsin.extranet.simpleviewcrm.com/login/#/login>

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MARKETING CO-OP PROGRAMS





WISCONSIN TRAVELER EMAIL CO-OP

Spotlight your destination in a bi-weekly email sent to over 90,000 opt-in subscribers, with an average 38% open rate!

You can purchase a space in Travel Wisconsin's most popular email communication, the Wisconsin Traveler e-newsletter. Whether looking to promote an event, outdoor recreation opportunities, seasonal attractions or increase general awareness for your area, the "Destination Spotlight" section showcases your destination with a photo, text and link to your landing page.

Eligibility

The Wisconsin Traveler email co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Asset Development

After selecting a deployment and submitting your reservation, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content - headline, description, high-quality image and landing page URL.

- Headline (40 character limit)
- Description (140 character limit)
- Travel Wisconsin Brand-centric Image* (1200x800 pixels preferred)
- URL

**Images need to be compelling and engaging. If you are unable to provide appropriate imagery, Travel Wisconsin will access their image library to find an acceptable photo.*

Cost

Program cost is \$400 per deployment. You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

This program is limited to six partners per bi-weekly deployment. Limit of one deployment per month, per partner.

2023 WI Traveler Deployment Dates

January	Jan. 12	Jan. 26	July	July 13	July 27
February	Feb. 9	Feb. 23	August	Aug. 10	Aug. 24
March	Mar. 9	Mar. 23	September	Sept. 7	Sept. 21
April	April 6	April 20	October	Oct. 5	Oct. 19
May	May 4	May 18	November	Nov. 2	Nov. 16
June	June 8	June 22	December	Dec. 7	Dec. 21

Deadline

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a report showing how many clicks your links received.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

TRAVEL WISCONSIN



7 STOPS FOR UNFORGETTABLE WISCONSIN BREAKFASTS

The great food and美景 of the day can all be the same, but when made with passion by skilled chefs, you'll find a special treat. Whether your craving is a classic diner or a quirky cafe, we can help you find the perfect breakfast spot for your personality. Check out this list featuring unique eats that offer only in Wisconsin specialties. Have been featured on the Food Network, and include history, so visit for a discerning price. And don't forget the coffee!

[Show Me the Details >](#)

DESTINATION SPOTLIGHT



Don't Miss The Nature of Light in Oshkosh

The Nature of Light at the Flame in Oshkosh (opens Oct. 30) See fall colors like never before with an immersive experience of nature, art, and light.

[Learn More >](#)



Choose Your Ag Venture in Whitewater

The Whitewater area offers recreational opportunities to sustain local farms. From breweries to orchards, there's something for everyone. Happy ag venture!

[Learn More >](#)



Jack-O'-Lantern Nights at Racine Zoo



See O'Brien Gardens in a Whole New Light

*Email layouts are for sample purposes only and subject to change.



See What's New at the H-D Museum

With two all-new retail stores, an enhanced Experience Gallery and a recently-opened event space, the H-D Museum has reshaped its campus!

[Learn More >](#)



Signature Sights and Festive Flavors

Explore corn mazes, fall foliage on ancient bluffs and autumn festivals like Oktoberfest USA. Celebrate the season where fun knows no bounds - the La Crosse Region awaits!

[Learn More >](#)



SPECIAL OFFERS EMAIL CO-OP

Promote your special offer, discount or deal in this monthly email sent out to over 31,000 opt-in subscribers, with a whopping 54% average open rate!

The Travel Wisconsin special offers program is an opportunity to promote your package, special offer, discount or promotion and attract more visitors. Your offer will click through to a listing on [TravelWisconsin.com/Deals](https://www.travelwisconsin.com/Deals), where consumers can learn more and purchase your offer by clicking through to your website.

Eligibility

The Special Offers co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. Submissions should contain a package, discount or promotion for travelers containing a specific and compelling offer. All participants and offers are subject to Travel Wisconsin approval.

Asset Development

After selecting a deployment and submitting your reservation, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content - headline, basic details or description of the offer (including the date range the offer runs), a click-through URL and high-quality imagery.

Cost

Program cost is \$200 per deployment. You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

Special offer emails deploy once per month. This program is limited to 6 partners per monthly deployment. Limit of one deployment per month, per partner.

2023 Special Offer Deployment Dates

January	Jan. 18	July	July 19
February	Feb. 15	August	Aug. 16
March	Mar. 15	September	Sept. 13
April	April 12	October	Oct. 11
May	May 10	November	Nov. 8
June	June 14	December	Dec. 13

Deadline

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a report showing how many clicks your links received.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

*Email layouts are for sample purposes only and subject to change.



\$49

\$49 Golf & Fireworks on Sundays
Grand Geneva Resort & Spa in Lake Geneva is the place to be on Sundays. 18-holes of golf for \$49 after 2pm every Sunday on The Highlands. Come for the golf and stay for the fireworks!

[Buy Deal >](#)



Brookfield Getaway

Summer in the Town!
Discover Brookfield is partnering with Town businesses to bring guests a "Summer in the Town" hotel getaway package, available through Aug. 15. Whether visiting with your sweetie or the whole family, the Town is a great place for a mini-getaway.

[Buy Deal >](#)

TRAVEL WISCONSIN



These deals make planning your next trip even easier. Make lasting vacation memories with your crew in Wisconsin's open spaces, activities and unique accommodations!

Check out these featured deals.



Destination & Fireworks

Putt, Chill and Repeat at Destination Geneva National
Destination Geneva National would like to extend to all Travel Wisconsin subscribers a complimentary foursome on The Dance Floor during the rest of the 2022 season! GN's Dance Floor presents 27 holes of illuminated putt-putt on grass plus surround sound, a cocktail bar, bocce ball and treats.

[Buy Deal >](#)



\$600 50% Off

BOGO 50% Off Lake Geneva Waterpark
Two nights are always better than one! Buy one night and get the second night 50% off this fall at Timber Ridge Lodge & Waterpark in Lake Geneva. That's right, choose any day of the week and receive 50% off your second night. Reserve your fall getaway today.

[Buy Deal >](#)



SOCIAL MEDIA CO-OP

Tap into Travel Wisconsin's following and promote your destination through a paid social media partnership!

Our social media co-op program allows tourism industry partners to buy in to monthly Facebook and Instagram ad content and gain valuable exposure using the Travel Wisconsin brand.

Eligibility

The Social Media co-op program is open to destination marketing organizations and tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Asset Development

After signing up for your chosen social platform and month, you'll receive a registration confirmation. In the month leading up to your chosen deployment, you'll receive an email to submit your content. This will include the ideal ad start date (to run for a 3-day window), basic content direction, any interest-based targeting parameters, a click-through URL and a high-resolution photo. All ads run in-state (Wisconsin only).

Travel Wisconsin handles ad copy development, which you will have the opportunity to review and approve. If you are unable to provide a brand-centric photo, Hiebing will attempt to select one from our image library or work to obtain a user-generated photo from the Crowdriff platform. If no image is approved, the ad will not be accepted.

Cost

1. Facebook Newsfeed Ad - \$450 (includes \$100 media spend)
2. Facebook + Instagram Newsfeed Ads - \$800 (includes \$200 media spend)

You will be invoiced for your reservation at the end of the month in which your ad runs.

Frequency

This program is limited to 12 partners per month.

Each partner is limited to two ads per season.

Summer: June - August | **Fall:** September - November | **Winter:** December - February | **Spring:** March - May

Deadline

Reservations must be made at least one month prior to desired ad timing. Reservations are accepted on a first-come-first-serve basis. Space fills quickly, so we suggest signing up early. After submitting your reservation, you'll receive an email with a link to submit your content/materials. After your ad runs, you'll receive a basic performance report.

Questions on marketing co-op opportunities?

Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.

 Travel Wisconsin with Hayward Lakes Visitor and Convention Bureau, Sawyer County, WI USA

Sponsored

Keepin' it reel 🎣 in Hayward Lakes!



HAYWARDLAKES.COM

Fishing at Hayward Lakes – Hayward Lakes [Learn more](#)

Fishing in the Hayward Lakes Area The Hayward ...

Deb Zickert and 144 others 5 Comments 1 Share

Like Comment Share



DIGITAL OOH EVENTS CO-OP PROGRAM

With the return of so many amazing Wisconsin events, take advantage of this first-ever out-of-home co-op program!

Spotlight your destination’s event during a 2-week flight on digital billboards throughout the state, with a 1:1 media cost match from Travel Wisconsin, making this impactful out-of-home offering affordable for almost any budget.

Eligibility

The digital out-of-home co-op program is open to Wisconsin tourism industry partners that are promoting a specific event. Event submissions are subject to Travel Wisconsin review and approval.

Asset Development

Travel Wisconsin will design the digital outdoor boards, which will feature your event, dates and city/county. After registering, Hiebing (Travel Wisconsin’s advertising agency) will work with you to obtain your event name/dates, chosen season and market(s) and mock up your outdoor board/flight for your review and approval.

Cost

Costs associated with each two-week flight are shown below by market. Costs reflected in the charts indicate your total cost to participate, per flight, and are inclusive of media space, creative production and project management. These costs have been greatly reduced by Travel Wisconsin’s 1:1 media cost match.

Madison Market

Your event OOH digital boards will be a mix of digital posters and bulletins. Bulletins are along main arteries such as US 12/18, US 151 and outside of Madison along I-94, between Madison and Johnson Creek. Posters are in the suburbs such as Middleton, Waunakee and DeForest.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4
 Flight 2: June 5 - June 18

Flight 3: July 10 - July 23
 Flight 4: July 24 - Aug. 6

Cost (per flight)

\$3,400

Estimated Displays

Min. 25K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$2,300

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$2,000

Min. 12.5K exposures per flight

Milwaukee Market

Your event OOH boards will be mostly standard bulletins (large and medium sized), located mainly along major interstates such as I-94, I-41, I-894 and I-43, along with a few within the city.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4

Flight 2: June 5 - June 19

Flight 3: July 10 - July 23

Flight 4: July 24 - Aug. 6

Cost (per flight)

\$3,000

Estimated Displays

Min. 21K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$2,500

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$2,000

Min. 12.5K exposures per flight

Appleton / Green Bay Market

Your event OOH boards will be a mix of digital posters and bulletins. Bulletins are mainly along major interstates and arterials such as I-41, Hwy 172 and Hwy 32, while posters are primarily within the city limits.

Summer 2023 Flight Choice

Flight 1: May 22 - June 4

Flight 2: June 5 - June 19

Flight 3: July 10 - July 23

Flight 4: July 24 - Aug. 6

Cost (per flight)

\$1,600

Estimated Displays

Min. 25K exposures per flight

Fall 2023 Flight Choice

Flight 1: Sept. 11 - Sept. 24

Flight 2: Sept. 25 - Oct. 8

\$1,200

Min. 16.5K exposures per flight

Winter 2024 Flight Choice

Flight 1: Jan. 15 - Jan. 28

Flight 2: Jan. 29 - Feb. 11

\$1,100

Min. 12.5K exposures per flight

Frequency

This program is limited to three partners per flight, per market, and is available on a first-come, first-served basis. You may purchase multiple markets for your event.

This program is limited to the promotion of one event per flight, per partner. You may promote multiple events by purchasing multiple flights.

Out of home flights are two consecutive weeks in length, and each flight you purchase will promote the same event for those consecutive two weeks.

Your creative will rotate on the digital boards in your chosen market amongst other messaging, with the minimum number of displays indicated in the chart above. After your campaign, you will receive an actualized report of displays.

Deadline/Timing

Reservations and materials must be submitted at least six weeks prior to chosen flight.

Because reservations are accepted on a first-come basis, spots fill quickly so reserve your space as early as possible. After submitting your reservation, Hiebing will reach out to request your event information.

Questions on marketing co-op opportunities?

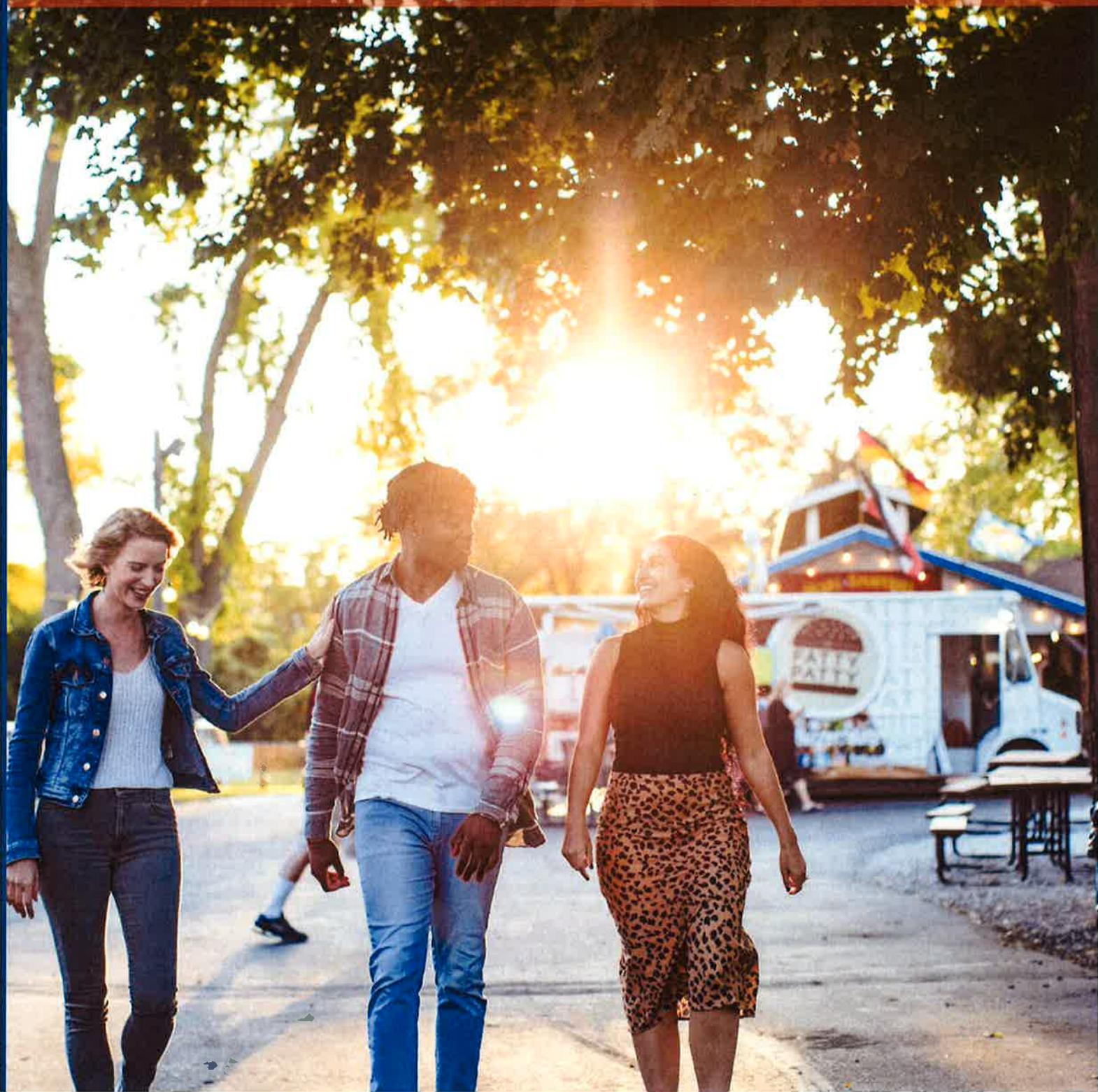
Contact Co-op Program Supervisor, Sarah Keller at skeller@hiebing.com.



*Digital OOH layouts are for sample purposes only and subject to change.

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PR CO-OP PROGRAMS





INDIVIDUAL FAMILIARIZATION TRIPS

Host your target media! Work with Travel Wisconsin to bring a single journalist to your destination.

Eligibility:

PR co-op programs are open to Destination Marketing Organizations (DMOs). All participants are subject to Travel Wisconsin approval. This co-op is limited to one destination and cannot be combined with others.

Cost:

Program investment is \$3,000.

Price includes transportation (flight and/or rental car) to destination. Partner is responsible for all on-the-ground expenses once media is in destination.

Development:

Travel Wisconsin will handle inviting media, booking and payment of travel to the destination, creation of media briefing document and all follow-ups. Destination oversees the itinerary, with approval from Travel Wisconsin. Destination handles booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation (if journalist is flying in) and creation of the final itinerary document in a shareable form for media.

Deadline:

Individual FAMs are limited to twelve (12) per year and a maximum of three (3) programs per season. Reservations are accepted on a first-come-first-serve basis and must be reserved at least three months in advance of execution. Sign-up is limited to one program per partner until January 1, 2023. Any open spots available after January 1 will be available for partners who have already signed up.

For more information, please contact wisconsin@turnerpr.com.



SOCIAL MEDIA CONTENT CREATOR PROGRAM

Want to cultivate relationships with content creators to visit your destination in order to capture authentic content to share on their social channels and get assets for your owned channels?

Travel Wisconsin will develop and execute three total customized campaigns for the winter, summer and fall seasons. The team will work with partners to target the right content creators to deliver on partner campaign goals.

Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs). All participants are subject to Travel Wisconsin approval. This co-op is limited to one destination and cannot be combined with others.

Cost:

Campaign investment is \$10,000. Package includes:

- Up to five content creators (depending on programs negotiated)
- Content creators to have between 5,000-150,000 followers and will be thoroughly vetted according to campaign's objectives and goals
- Includes payment for content creators, with deliverables including image/video assets, specific reach and/or traffic KPIs
- Coordination of travel (flight and/or rental car) for each content creator

Development:

Travel Wisconsin will build a target content creator list, handle outreach for proposals, negotiate individual contracts, handle asset gathering and deliver final campaign reporting while ensuring the campaign adheres to legal requirements.

Destinations will handle coordinating the itinerary, with approval from Travel Wisconsin. Partner will handle coordinating activities including, but not limited to, lodging and meals, any gifts, transportation and more.

Deadline:

Content creator campaigns are limited to three partners per seasonal campaign. Reservations are accepted on a first-come-first-serve basis and are required by the dates listed below.

- **Winter campaign deadline:** December 2, 2022
- **Summer campaign deadline:** April 28, 2023
- **Fall campaign deadline:** July 28, 2023

For more information, please contact wisconsin@turnerpr.com.



carlitakelly · Follow
Beloit, Wisconsin

carlitakelly views from my quick weekend in Beloit, Wisconsin. got me all in the fall feels. 🍂 definitely is the cutest town just an hour and a half out of Chicago if you're looking for a mini fall getaway.

@travelwisconsin @visitbeloit #TravelWI, #BeloitWI, #VisitBeloit, #ad

3d

pro_passion_5 Promote it on @wisconsin_fans
2d Reply

kelcee0712 I enjoyed everything about the trip including the

Liked by **mcKintighmoses** and others
10:15 AM

Add a comment...



secondcitymom · Follow
Paid partnership with **travelwisconsin**
Marquette County

secondcitymom Last weekend we took a 3-hour road trip from Chicago to @marquettecountywisconsin in @travelwisconsin to explore the area and get a much needed break from the busy summer in the city. The boys enjoyed all the outdoor time at Lilkol Resort surrounded by acres of woods all to ourselves and spending time by the lake during sunset. It was a very relaxing weekend with no set agenda but to enjoy the natural elements around us. We also ventured out and did some fun family activities in Marquette County. Check out my stories for everything we did in Marquette

Liked by **cargent05** and others
JULY 31

Add a comment...



TRAVEL WISCONSIN MEDIA MISSIONS

Join the Travel Wisconsin team on one of our target market media missions!

Depending on the market (Tier 1, 2 or 3), partners will join for individual deskside meetings and/or attendance at a Wisconsin-themed media event (10-15 target journalists), with attendance from top tier regional and national travel and lifestyle media. These in-person deskside appointments allow the opportunity to connect with five to seven target journalists one-on-one (pending media availability), sharing news and story ideas about your destination or tourism business.

Cost:

Program investment varies by market (see breakdown below):

- New York City (Tier 1 market) with media event (10-15 target journalists) + deskside appointments: \$7,500
- Minneapolis (Tier 2 market) with small media event (4-6 target journalist) + deskside appointments: \$5,000
- Virtual deskside appointments only (Tier 3): \$2,500

Investment does not include cost of media gift, cost of partner's activation at media event, travel to target market or on-the-ground expenses (ie. hotel, dining, transportation, etc.) which is at the expense of the partner.

Development:

Travel Wisconsin handles building a target media list, media outreach, scheduling of appointments, media briefing documents and support for talking points, top-level media training and attendance to deskside to help guide conversation. Partner handles drafting talking points and attendance to the deskside where they are expected to join the conversation and share story ideas and news with the journalist. In addition, partner can provide a media gift for the journalist.

Deadline:

Limit two (2) partners per media mission. Partners can sign up for this program at any time to receive details on each upcoming media mission opportunity. Partners must apply by providing an overview of news and highlights to share with media and will be notified if selected at least two months in advance of execution.

For more information, please contact wisconsin@turnerpr.com.



MIDWEST BROADCAST + MEDIA TRAINING

Reach your target markets via broadcast!

Partner with Travel Wisconsin to amplify your marketing efforts and key messaging in your target markets via paid broadcast opportunities. Opportunities vary across Iowa (Des Moines, Cedar Rapids), Chicago and the Twin Cities. For each program that includes an interview, media training will be included.

Cost:

Program costs vary by station and opportunity, ranging from \$2,000 - \$5,500 (see breakdown by station below). Price includes transportation (flight and/or rental car) for broadcast team to destination and media training for interviews. Partner is responsible for all on-the-ground expenses once crew is in the destination.

Des Moines (WHO-TV)

Wisconsin Week with Hello Iowa! as well as ad spots throughout the week for each participating partner.

- Total investment: \$2,000 per partner (maximum five partners).

Minneapolis / St. Paul (KSTP)

Twin Cities Live includes a five-to-seven minute segment as well as verbal and logo mentions throughout the segment and a call-to-action or special offer. Additionally, the segment will be posted on the Twin Cities Live website. This opportunity can also include a takeaway item for the studio audience (55 guests/day) in the form of brochures, etc.

- Total Investment: \$3,500 per partner (maximum five partners).

Cedar Rapids (KGAN) + Des Moines (KDSM)

This program includes a 12-week Road Trippin' campaign to run summer 2023 in partnership with Ketelson RV. It includes weekly segments (pre-recorded, shot on-location in Wisconsin) shared on KDSM, banner ads on Road Trippin's web page, a weekly branded content article (which includes digital support) and a digital video campaign targeted towards viewers interested in travel or family vacations.

- Total investment: \$5,020 per partner (maximum six partners) + on-the-ground expenses to host in-state.

Chicago (WGN)

This program includes a two-week flight with content inclusion in one live read during morning news, inclusion in a Chicago Scene video posted to the Chicago Scene social channels and website (filmed on-site in WI), WGN mobile video overlay and AM news commercial spots throughout the two weeks.

- Total Investment: \$5,500 per partner (maximum four partners) + on-the-ground expenses for hosting Chicago Scene in-state.

Development:

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, as well as media training of each participant who will appear on-air (if the program includes).

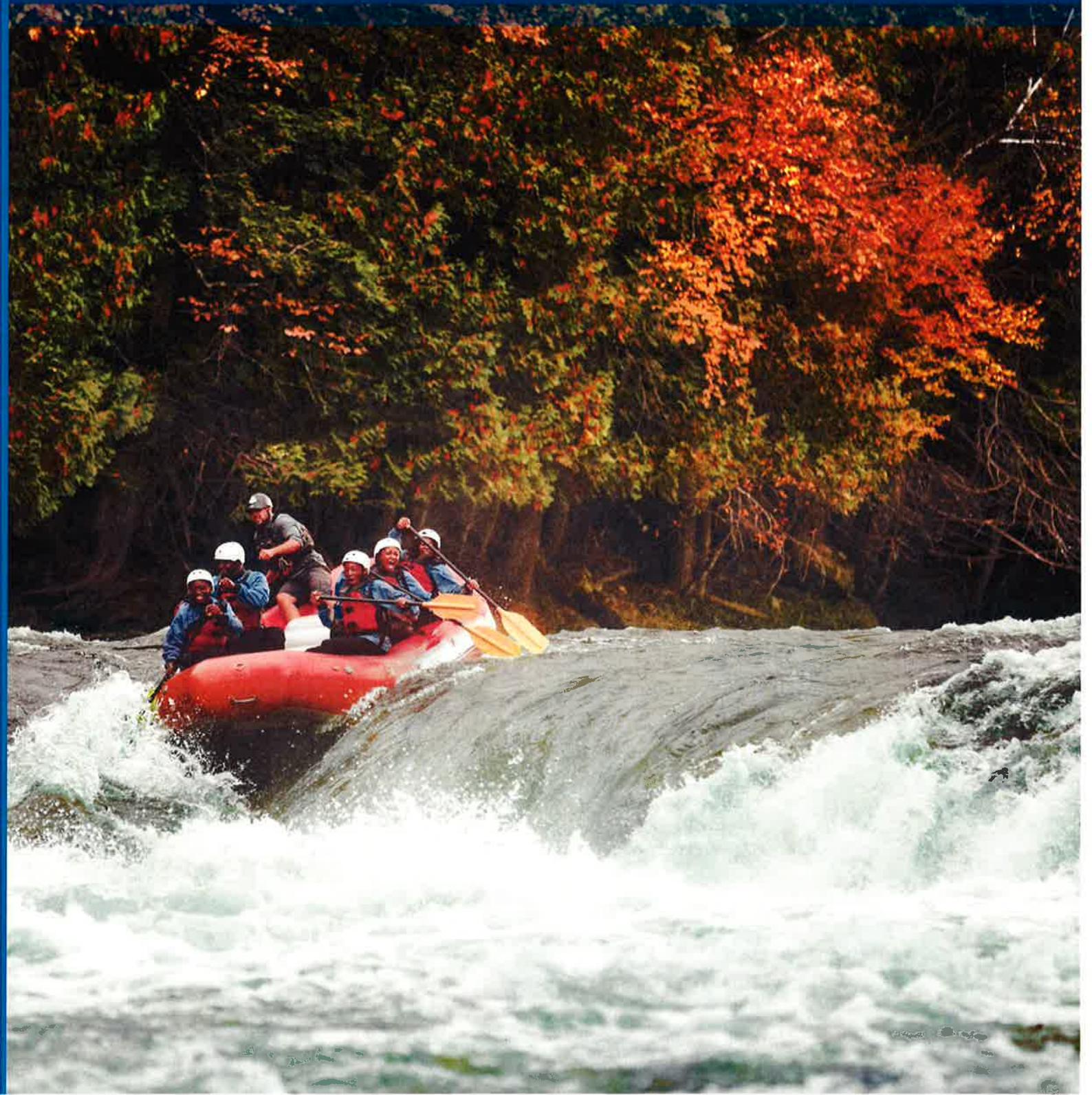
Deadline:

For each program, reservations are accepted on a first-come-first-serve basis and are required by January 6, 2023.

For more information, please contact wisconsin@turnerpr.com.

TRAVEL
WISCONSIN

TRADE SHOW CO-OP PROGRAMS





WISCONSIN STATE FAIR BOOTH

Market your destination alongside Travel Wisconsin for one day at the 2023 Wisconsin State Fair, which will take place from Aug 3-13.

Travel Wisconsin will host a booth in the Wisconsin Products Pavilion at the Wisconsin State Fair, an event which celebrates all things Wisconsin. The Fair bills itself as a family-friendly, affordable, safe and educational event for all. Once again, in 2023, the Fair hopes to welcome over one million attendees over 11-days. Partnering with us, will allow your DMO the opportunity to market your destination alongside the Travel Wisconsin brand.

Eligibility

A total of 22 Destination Marketing Organizations are encouraged to join us, as this is a great opportunity to highlight and promote your destination to thousands of potential visitors.

Currently only two spots available due to first right of refusal for previous participants.

Cost

Program cost is \$250 for inclusion in the booth. You will be invoiced for your reservation prior to the fair.

Deadline

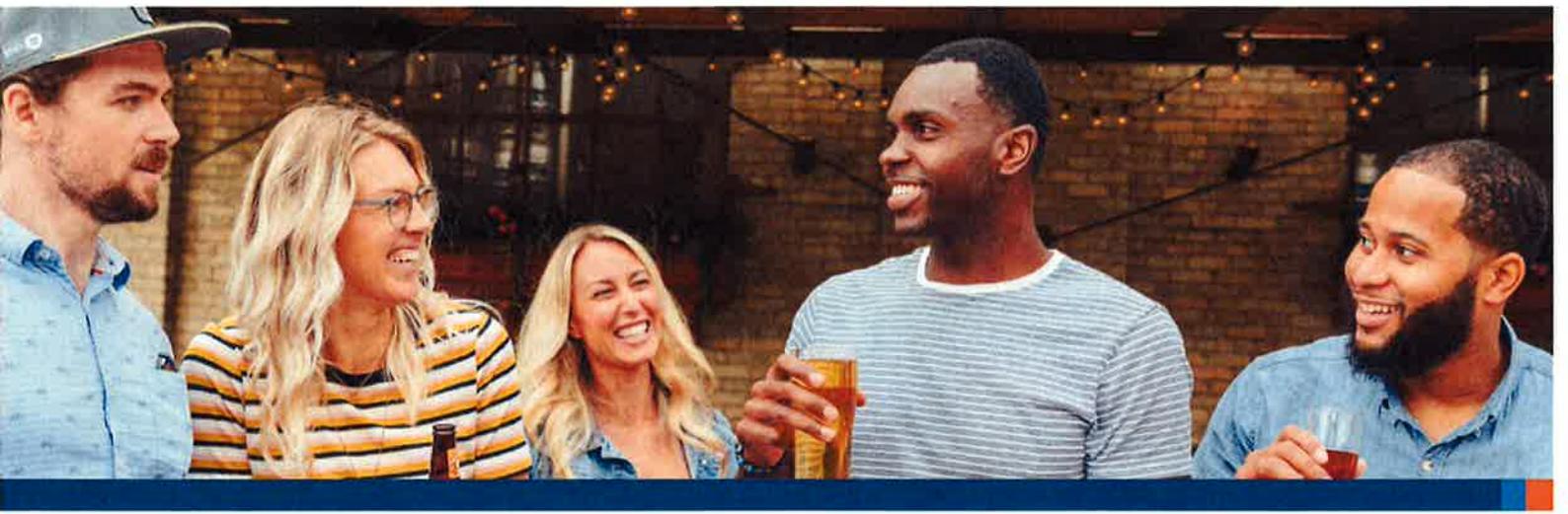
Reservations are accepted on a first-come-first-serve basis and are required by June 1, 2023.

Program Information

As a partner, each DMO will receive space in the Travel Wisconsin Booth for one day, six entrance tickets and three parking passes.

Partners are expected to pay for their own travel expenses and for any additional parking or entrance fee requirements. Partners are expected to staff the booth from open to close, normally 10am-10pm, and utilize time provided on the stage inside the Wisconsin Pavilion. Partners should provide the marketing materials they want to utilize during the show.

Questions on state fair opportunities? Contact Andrew Nussbaum at Andrew.Nussbaum@travelwisconsin.com or 715-299-5422.



CHICAGO TRAVEL AND ADVENTURE SHOW

Connect with over 10,000 travel consumers from the Chicago Metro Area at the Chicago Travel and Adventure Show which will be held on January 14 -15, 2023.

Travel Wisconsin will host a tourism promotion booth at the Chicago Travel and Adventure Show. This show is a two-day leisure and group travel show held annually at the Donald E. Stephens Convention Center in Rosemont, Illinois. The show offers consumers a wide variety of destination booths, a world class speaker lineup and opportunities for travel advice. The show organizers target their advertising to high net-worth communities in the Greater Chicago metro area. In 2022, total attendance to the show was 10,722. Partnering with us, will allow your DMO the opportunity to market your destination alongside the Travel Wisconsin brand.

Eligibility

A total of four Destination Marketing Organizations are encouraged to join us, as this is a great opportunity to highlight and promote your destination to thousands of potential visitors.

Currently only two spots available due to first right of refusal for previous participants.

Cost

Program cost is \$500 for inclusion in the booth. You will be invoiced for your reservation prior to the show.

Deadline

Reservations are accepted on a first-come-first-serve basis and are required by December 1, 2023.

Program Information

As a Travel Wisconsin partner, each DMO will receive space in the Travel Wisconsin Booth for one day.

Partners are expected to pay for their own travel, parking, tolls, lodging and meals.

Partners should provide the marketing materials they will utilize during the day at the show.



MEETING AND CONVENTIONS, SPORTS TRADE SHOWS

Meet in Wisconsin and Sports Wisconsin are represented at multiple trade shows throughout the year.

Trade shows provide us the opportunity to meet with multiple meeting and sport event planners on-site and in-person, to showcase Wisconsin and build relationships which in turn, bring business to the state.

Eligibility

Any Wisconsin destination marketing organization that markets their destination or property to either the meeting or sports markets are eligible to partner with Meet in Wisconsin and Sports Wisconsin to participate in and attend selected trade shows. These shows include:

- **Sports ETA** - typically held in April
- **Connect Marketplace** - August
- **American Society of Association Executives Annual Meeting** - August
- **IMEX** - October or early-November

Based on budget and industry partner interest, Meet in Wisconsin and Sports Wisconsin may opt to attend additional trade shows throughout the year.

Cost

The cost for partners to participate is determined 3-4 months prior to the show and is based on the registration rates determined by the trade show, and the number of interested Wisconsin organizations, destinations or properties.

Deadline

Partners will need to commit to a show 4 months out in order to determine final costs and show attendee meetings.

For more information on these shows, please reach out to Dawn Zanoni at dzanoni@travelwisconsin.com.

Discover Mediaworks, Inc.

PO Box 1807
Eagle River, WI 54521
608-442-5973
finance@discovermediaworks.com



INVOICE

BILL TO
East Central ITBEC c/o WI Counties Association
Accounts Payable
22 East Mifflin Street, Suite 900
Madison, WI 53703

INVOICE 28304
DATE 10/20/2022
TERMS Net 30
DUE DATE 11/19/2022

SALES REP
MCH

DESCRIPTION	AMOUNT
Billing for the Discover Wisconsin Television Series episode featuring East Central ITBEC - Payment 3 of 3	13,000.00
<hr/>	
BALANCE DUE	\$13,000.00

DISCOVER WISCONSIN MEDIA NETWORK AGREEMENT

CLIENT INFORMATION

Company Name	East Central ITBEC c/o Wisconsin Counties Association		
	<i>(Company Name as it should appear on invoice)</i>		
Billing Address	22 East Mifflin Street, Suite 900		
	<i>(Street Address)</i>		<i>(PO Box if applicable)</i>
	Madison	WI	53703
	<i>(City)</i>	<i>(State)</i>	<i>(Zip)</i>
Billing Contact	Bill Korrer		Field Service Representative
	<i>(Name)</i>		<i>(Title)</i>
	715-356-4472	715-367-3603	korrer@wicounties.org
	<i>Phone #</i>	<i>Cell #</i>	<i>(Email Address)</i>
Assigned #'s			DWTV 2111
	<i>(Client Purchase Order #)</i>		<i>(Discover Mediaworks Project #)</i>

PROJECT SCOPE

I. Project Summary

Broadcast Components

Production:

- Professionally produced one-half hour DW television episode featuring the Endless Shores of Wisconsin in one segment as episode content, to be partnered with other destinations (four segments per episode). Production to take place in 2021.
- Discover Mediaworks, Inc. shall collaborate with the East Central ITBEC Wisconsin in determining content, but not production layout, of the television segment pursuant to this agreement. Prior to initial broadcast, the East Central ITBEC shall have a right of final review and approval of the television segment pursuant to this agreement.

Air Time:

- Episode will broadcast two (2) times throughout our syndicated television network over two (2) years (2021-2022).
- Placement of your episode on Discover Wisconsin Roku Channel for two (2) years.

Digital + PR Components

Video:

- A commercial-free version of the full episode will be uploaded and promoted on Discover Wisconsin's official YouTube channel following the broadcast premiere. Client will receive a unique URL to embed the episode on their website(s).
- A commercial-free version of the full episode will be uploaded to discoverwisconsin.com, where the content will be promoted for two years.

Other:

- Official Discover Wisconsin "Choice Destination" Badge will be supplied as an icon for promotion via client's marketing materials
- Segment feature on The Cabin Podcast
- (2) News Releases (1 per airing)
- Featured on Discover Wisconsin social media (Facebook, Twitter, Instagram, YouTube, Pinterest)
- Feature in the Discover Wisconsin eNewsletter
- Feature in the Discover Wisconsin blog, The Bobber
- Opportunity to purchase b-roll from the episode
- Items as stated in proposal

Non-compete

- It is further understood that *Discover Wisconsin* is a registered trademark of Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of this episode or any portion thereof, as produced by *Discover Wisconsin*, without the express written approval of Mediaworks, is strictly prohibited.
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Mediaworks.

V. Project Costs

Total Investment: \$40,000

PRODUCTION AGREEMENT

VI. Payment Terms

\$ 14,000 due May 1, 2021

\$ 13,000 due November 1, 2021

\$ 13,000 due May 1, 2023

Finance charges of 18% annual percentage rate will be assessed on balances not paid by date due

PROPOSED BY:
Discover Mediaworks, Inc.

ACCEPTED BY:
East Central ITBEC

Mariah Haberman
Partner Relations



Paul Sundquist
Chair, East Central ITBEC

Date:

Date: 3/29/2021

TOTAL COSTS

\$40,000.00

AMENDED BYLAWS

FOR THE
EAST CENTRAL
INTERNATIONAL TRADE, BUSINESS AND ECONOMIC DEVELOPMENT COUNCIL

AN ENTITY CREATED BY
WISCONSIN COUNTIES ASSOCIATION

ARTICLE I

Name, Address, Offices: The International Trade, Business and Economic Development Council [East Central], herein after referred to as “EC-ITBEC”, is an entity organized by the Wisconsin Counties Association. EC-ITBEC shall maintain a principal office with the WCA at 22 East Mifflin Street, Suite 900, City of Madison, County of Dane, State of Wisconsin.

ARTICLE II

Section 1. Purpose.

The purpose of the EC-ITBEC is to provide the participating counties within the region a mechanism to identify and formulate regional goals and strategies leading to improvements in tourism, economic development and exporting.

Section 2. Authority and Powers.

EC-ITBEC is organized by the Wisconsin Counties Association to:

- Identify the economic development needs for its region.
- Develop regional public/private partnerships to expand economic development and employment.
- Offer export/trade counseling and seminar opportunities for local businesses.
- Co-sponsor business, marketing and exporting seminars.
- Develop communications and networks with federal, state, local, tribal and other public/private agencies and organizations.
- Create work groups which focus on the economic development needs for the region with emphasis on exporting, tourism and other aspects of economic development.
- Facilitate political support for regional projects and legislation.

- Adopt rules and regulations for the conduct of meetings and management of the affairs of the EC-ITBEC as may be deemed proper, and which are consistent with the laws of the State of Wisconsin, the rules and regulations of the Wisconsin Counties Association, or these Bylaws.

ARTICLE III

Section 1. Members.

The following Wisconsin counties are eligible to become participating counties in the EC ITBEC: Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Outagamie, Ozaukee, Sheboygan, Washington, and Winnebago or other counties within the East Central geographic region. In order to be a participating county, the county shall:

- a) be member in good standing of WCA; and
- b) adopt a resolution ratifying participation in EC-ITBEC; and
- c) be current in payment of assessments as established by the EC-ITBEC.

The EC-ITBEC shall have three types of members:

1. Voting Members who will be elected county officials, either County Supervisor or County Executives,
2. Member(s) at Large who may be either county officials or persons who shall have demonstrated experience and interest in making economic improvements in the region constituting the EC ITBEC. This member is also a voting member for their county.
3. Citizen Members: The Board of Directors may grant a Citizen Membership under two conditions 1) The citizen is nominated by a current member of the EC ITBEC Board and 2) The citizen member nomination is approved by a majority of the EC ITBEC Board voting members. Citizen members have all the rights and privileges of a Board Member on the EC ITBEC except they may not vote on financial matters.

Membership from categories (1) and (2) must always constitute a majority of the Board.

Section 2. Voting Members.

The County Board Chair in each participating county shall serve as the Voting Member representing his/her county unless the County Board Chair has submitted to the WCA the name of another elected official (county supervisor or county executive) to serve as the Voting Member representing the participating county. In the event of the absence of the voting member at a meeting, the county board chair may designate an official designee to replace the Voting Member for that meeting. Such designee shall be elected official and shall be designated by written notice to the Chairperson of the Board of the EC-ITBEC.

Section 3. Member(s) at Large.

Nominees as Members at Large shall have demonstrated experience and interest in making economic improvements for the regional area as it may be constituted at the time of nomination. Members at Large shall be approved of by EC-ITBEC.

Section 4. Eligible Counties.

Eligible counties which have not chosen to become participating counties shall be notified of all meetings and activities of the EC-ITBEC and shall be permitted to attend all meetings of the EC-ITBEC but will have no voting members or at large members.

Section 5. Withdrawal in Good Standing.

An EC-ITBEC participating county shall at all times maintain its membership in good standing with the WCA to be a member of the EC-ITBEC. Thereafter, a participating county may withdraw from the EC-ITBEC only upon six months advance, written notice, except that any such notice shall be issued no later than June 10th of any year. Any withdrawals to the contrary of these provisions shall be construed as a withdrawal not in good standing.

ARTICLE IV

Section 1. Board.

The EC-ITBEC Board shall be recommended by the County Board Chairs.

Section 2. Terms.

Appointments for all members shall be for two years and expire on the third Tuesday in April of even numbered years.

Members shall continue to serve until their successor(s) has been properly seated in accordance with the provisions of these Bylaws.

If a county-elected member no longer holds an elected position, that seat is considered vacant and shall be filled pursuant to Section V (vacancies).

Section 3. Removal.

An individual member of EC-ITBEC may be removed from his/her seat by a two-thirds vote of the EC-ITBEC Board for missing two consecutive meetings without being excused.

Section 4. Vacancies and Succession.

Vacancies on the Board, occurring during the year, shall be filled for the unexpired term by a majority vote of the remaining members and the person or persons so recommended and confirmed shall take their place as EC-ITBEC voting members at the next meeting of the Board.

Section 5. Quorum.

An act of the EC-ITBEC Board at which a majority of the voting members are present shall be an act of the EC-ITBEC Board.

ARTICLE V

Section 1. Officers.

The Officers of the EC-ITBEC Board shall be the Chairperson, Vice-Chairperson and Secretary. Each such officer shall serve for the term of two years, or until the next bi-annual election where the members shall choose one of their Elected County Officials by a majority vote through ballot to be Chairperson, Vice-Chairperson, Secretary.

Section 2. Chairperson.

The Chairperson shall preside at all meetings of the EC-ITBEC Board. The Chairperson may sign any and all instruments for the EC-ITBEC. At each meeting, the Chairperson shall present recommendations and information concerning the business, affairs and policies of the EC-ITBEC.

Section 3. Vice-Chairperson.

The Vice-Chairperson shall perform the duties of the Chairperson in the absence or incapacity of the Chairperson. In the case of the resignation, removal, or death of the Chairperson, the Vice-Chairperson shall perform such duties as are imposed on the Chairperson until such time as a new Chairperson is chosen.

Section 4. Secretary.

The Secretary shall take care that minutes of all meetings are kept for the EC-ITBEC Board. The Secretary shall act as Chairperson only in the absence of the Chairperson and Vice-Chairperson.

Section 5. Officer Removal.

Any Officer may only be removed by a two-thirds vote of the EC-ITBEC Board whenever, in its best judgment, the best interest of the EC-ITBEC would be served thereby.

Section 6. Additional duties.

The Officers of the EC-ITBEC shall perform such other duties as may from time to time be required by the EC-ITBEC, Bylaws, Rules or other Acts of the Board.

Section 7. Vacancies.

If the office of the Chairperson, Vice-Chairperson or Secretary becomes vacant, the EC-ITBEC Board shall elect a successor from its Elected County Official membership at its next meeting. Such election shall be for the unexpired term of the vacant office.

ARTICLE VI

Section 1. Committees.

The Chairperson, with the approval of the EC-ITBEC Board, may appoint committees at any time to investigate, plan or perform administrative duties assigned to them. These committees shall report to the Chairperson. Any committee member may be removed by the Chairperson.

1. The East Central ITBEC shall have a Tourism Committee that will handle matters related to the tourism-based economy in the East Central ITBEC area. Each member County is entitled to one representative on the Tourism Committee. Each member county is entitled to one vote on matters regardless of the total number of representatives on the Tourism Committee.
 - a. With the approval of the Tourism Committee Chair, additional individuals deemed to have significant interest in tourism promotion and development may be appointed to the East Central ITBEC Tourism Committee.
 - b. With the approval of the Tourism Committee Chair, individuals that are not on the Committee and are invited to EC-ITBEC Tourism Committee meeting(s) may request reimbursement of expenses for attending the meeting(s).
2. The East Central ITBEC shall have a Business Committee that will handle matters related to the retail, manufacturing, and agricultural-based economy in the East Central ITBEC area. Each member County is entitled to one representative on the Business Committee. Each member county is entitled to one vote on matters regardless of the total number of representatives on the Business Committee.
 - a. With the approval of the Business Committee Chair, additional individuals deemed to have significant interest in business promotion and development may be appointed to the East Central ITBEC Business Committee.
 - b. With the approval of the Business Committee Chair, individuals that are not on the Committee and are invited to EC-ITBEC Business Committee meeting(s) may request reimbursement of expenses for attending the meeting(s).

Section 2. Nondelegable Powers.

No committee of the EC-ITBEC shall prescribe the rules governing the conduct of itself or any other committee.

Section 3. Executive Committee.

There is hereby created an Executive Committee consisting of the Chairperson, Vice-Chairperson, Secretary and others as designated by the county elected executive committee members. The Executive Committee shall meet from time to time at the request of the Chairperson or ITBEC Board, and shall be charged with giving the ITBEC Board ongoing advice on business and policy matters, and conducting the routine business of the EC-ITBEC.

ARTICLE VII

Section 1. Budget and Assessments.

The EC-ITBEC shall, prior to July 15 or there about of each year, establish a budget for the operation of the EC-ITBEC assessments for the following year and shall establish annual assessments for each participating county. Each eligible county shall, prior to August 1 or there about, be notified of the assessment request. Assessments shall be paid prior to March 1 of the year for which they are assessed.

Section 2. Trademark.

The words “International Trade, Business and Economic Development Council” shall be bound by Trademark to the Wisconsin Counties Association and shall not be used by any other group of municipalities or any other organization or organizations under penalty of law.

Section 3. Dissolution and/or Liquidation.

The Wisconsin Counties Association Board of Directors shall prescribe the manner and method for the dissolution and/or liquidation of the EC-ITBEC.

ARTICLE VIII

These Bylaws may only be altered, amended or repealed, and new or restated Bylaws may only be adopted by the Voting Members at any regular or special meeting thereof by the affirmative vote of a majority of the Voting Members unless a higher number is required by law, provided that a statement of the nature of the proposed amendment is included in the notice or waiver of notice of such meeting. Any amendment so recommended must be approved by the WCA Board of Directors.

ARTICLE IX

Section 1. Reimbursement Policy

Unless otherwise stated by a carried motion of the board, the reimbursement policy will serve as a tool to reimburse members of EC-ITBEC Board and/or EC-ITBEC Committee(s) for expenses relating to mileage (car pooling is encouraged) and meals (receipt required). EC-ITBEC Board and/or EC-ITBEC Committee(s) members shall be reimbursed for the costs they have incurred

relating to mileage at a rate that is consistent with the federal rate at the time of travel. EC-ITBEC Board and/or EC-ITBEC Committee(s) members shall be reimbursed for the costs they have incurred relating to meals at the state allowable rate. Any meal reimbursement request that exceeds the state allowable rate must be approved by the EC-ITBEC Board in advance.

In order for reimbursement for expenses related to mileage and meals to be paid, written verification of the individual's appointment to the East Central ITBEC Board and/or Committee(s) must be on file with the Wisconsin Counties Association.

With the approval of the East Central ITBEC Board Chairperson, individuals that are not on the EC-ITBEC Board and are invited to EC-ITBEC Board meeting(s) may request reimbursement of expenses for attending the meeting(s).

Amended 12-5-06