
EAST CENTRAL ITBEC BOARD

Wednesday, July 9, 2014
1:00 p.m.

Fond du Lac Area Convention & Visitors Bureau
171 S. Pioneer Road
Fond du Lac, WI 54935

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of June 18, 2014 Minutes
4. Chair's Remarks
5. Appointment/Re-Appointment of Citizen Members
6. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. Wisconsin Ag Tourism Association
 - c. Vote Yes For Transportation
7. Financial Report
 - a. 2015 East Central ITBEC Dues
8. Discussion/Decision - Proposed By-Laws Amendments
 - a. Article VI, Section 1 - RE: Committees

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9. Tourism Related Projects
 - a. Fishing Brochure Reprint
 - b. Taste of the Lakes Reprint
 - c. Strategic Plan for Marketing
 - d. Unique Your Trip
 - e. Antiquing/Collectables/Crafts Brochure
 - f. Winter Promotion - Ice, Sturgeon
 - g. Linking Events to Website
 - h. Winnebago Waterways
 - i. Fox-Wisconsin Heritage Parkway
 - j. Future Projects
10. Items for Future Agenda
11. Set Next Meeting Date
12. Adjournment

EAST CENTRAL ITBEC BOARD

Wednesday, June 18, 2014

Kewaunee County Highway Department
Kewaunee, WI 54216

MINUTES

CALL TO ORDER: Citing that none of the East Central ITBEC elected officers were present, motion by PAYETTE, second by SCHNEIDER, to elect Paul Sundquist Chair Pro Temp. Motion carried.

Chair Pro Temp Sundquist called the meeting to order at 1:19 p.m.

ROLL CALL: Dena Mooney, Calumet County; Brenda Schneider and Lisa Pauly, Fond du Lac County; Matt Payette, Kewaunee County; and Paul Sundquist, Winnebago County. **EXCUSED:** Ralph Prescott, Calumet County; Kenneth Tebon, Kewaunee County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

APPROVAL OF JANUARY 15, 2014 MINUTES: Motion by PAYETTE, second by SCHNEIDER, to approve the January 15, 2014 minutes as printed. Motion carried.

ELECTION OF OFFICERS: Bill Korrer explained that the East Central ITBEC By Laws call for election of officers in even-numbered years following the County Board organizational meetings. For unknown reasons, the position of Secretary was not filled two years ago. Winnebago County Board Chair David Albrecht offered Stan Kline's name for appointment to ITBEC, but it wasn't confirmed resulting in that vacancy. Chair Pro Temp Sundquist called for nominations.

- a. Chairperson (Stan Kline Incumbent): Dena Mooney nominated Paul Sundquist for Chair. Motion by SCHNEIDER, second by PAYETTE, to close nominations and cast an unanimous ballot for Paul Sundquist as Chair. Motion carried.
- b. Vice-Chairperson (Ralph Prescott Incumbent): Dena Mooney nominated Ralph Prescott for Vice-Chair. Motion by SCHNEIDER, second by PAYETTE, to close nominations and cast an unanimous ballot for Ralph Prescott as Vice-Chair. Motion carried.
- c. Secretary (Vacant): Paul Sundquist nominated Dena Mooney. Motion by SCHNEIDER, second by PAYETTE, to close nominations and cast an unanimous ballot for Dena Mooney as Secretary. Motion carried.

CHAIR'S REMARKS: Chair Sundquist thanked members for their vote of confidence. Chair Sundquist said that Stan Kline's leadership will be missed by the ITBEC. Chair Sundquist added that the tourism impact numbers for the area look good and show that working together to make things happen does have benefits.

APPOINTMENT/RE-APPOINTMENT OF CITIZEN MEMBERS: There were no Citizen Member appointments considered today.

PROJECT DIRECTOR'S REPORT:

- a. Northwoods Rail Transit Commission: Bill Korrer said that there are currently 13 Wisconsin counties and six Michigan counties as members. The Rail Commission is pursuing a TIGER (Transportation Investment Generating Economic Recovery) Grant to help finance the purchase of dedicated forest product rail cars. A significant point is that Canadian National railroad (CN) is underwriting the expense of hiring a consultant to conduct the application's required cost-benefit analysis. CN has also pledged \$4 million as cash match for the \$18 million grant application. CN then broke the news that they are planning on shutting down the section of track from Crandon north to Argonne. As one could imagine, discussion became a little heated.
- b. Wisconsin Ag Tourism Association: The Wisconsin Agricultural Tourism Association (WATA) worked very hard with political officials in Madison to pass the Ag-Tourism Limited Liability Law (Act 269) a month ago. This law is supported by the WI Insurance Association, many organizations throughout the State and even the trial lawyers are behind this law. The main core of this "game changing" law is posting a compliance sign at the entrance to the Ag-Tourism destination. Because WATA took the lead on making this law a reality, it was asked by the State, and agreed to, lead the charge in getting these compliance signs out to the Ag-Tourism destinations, whether they are members of WATA or not. The format for ordering signs is now in place and can be done at www.luv-r-ag.com.

FINANCIAL REPORT: Bill Korrer told the Board that they currently have a \$30,065.10 balance in the unallocated funds line. Motion by PAULY, second by PAYETTE, to re-title the 2013 line item account "Farm Fresh Atlas - 2014" to "Farm Fresh Atlas". Motion carried. Motion by PAULY, second by PAYETTE, to allocate \$2,000 to be added to the existing 2013 "Reprint Fishing Guide" account; funds to come from the East Central ITBEC Project Funds Account. Motion carried. Motion by PAULY, second by SCHNEIDER, to allocate \$2,000 to be designated as Public Relations/Marketing Plan; funds to come from the East central ITBEC Project Funds Account. Motion carried.

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East Central ITBEC Board Minutes

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- a. Tourism Advisory Committee Recommendation to Release *Paddle, Pedal, Ped It* (Formerly Go Outside & Play) Funds: Motion by SCHNEIDER, second by MOONEY, to close out the "Paddle, Pedal, Ped It (formerly Go Outside & Play)" line item account and return the funds (\$4,000) to the East Central ITBEC Project Funds account. Motion carried.

DISCUSSION/DECISION - 2015 East Central ITBEC Dues: The Board reviewed the current dues structure. Motion by SCHNEIDER, second by PAULY, to keep the East Central ITBEC dues the same for 2015. Motion carried.

TOURISM ADVISORY COMMITTEE REPORT: Lisa Pauly said that the fishing guide needs one final proof and then it is ready to go to press. Paul Sundquist suggested that the ITBEC Board consider acting as a "Committee of the Whole" and try running without separate Committee meetings. Everybody's time is valuable and the Board's and Committees' action items could be woven into a single agenda. The question of what do the By-Laws say regarding standing committees was raised; is the language dealing with committees permissive or mandatory? Mr. Korrer quickly reviewed the By-Laws and concluded the By-Laws are mandatory regarding Committees.

BUSINESS COMMITTEE REPORT: Paul Sundquist opined that as the East Central ITBEC has grown and matured, the need and benefit of having a stand alone Business Committee has really diminished. He asked that members think about the future of a Business Committee for the next meeting.

ITEMS FOR FUTURE AGENDA: By-Laws Amendment; Tourism subcategories.

SET NEXT MEETING DATE: July 9, 2014 starting at 1:00 p.m. in Fond du Lac County.

ADJOURNMENT: Motion by PAULY, second by MOONEY, to adjourn at 2:40 p.m. Motion carried.

2015 East Central ITBEC Dues

Winnebago	\$11,000
Outagamie	\$11,000
Sheboygan	\$7,800
Fond du Lac	\$6,500
Manitowoc	\$5,100
Calumet	\$2,600
Waushara	\$2,313
Green Lake	\$2,075
Kewaunee	\$1,400

ARTICLE VI, Section 1-RE: Committees

****Deletions noted by strikethrough; additions by underlining****

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~~ may have a Tourism Committee that ~~will~~ handles 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~~ may have a Business Committee that ~~will~~ handles 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).