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

Wednesday, November 6, 2013
1:30 p.m.

Kewaunee County Highway Department
Conference Room
E4280 County Road F
Kewaunee, WI 54216

AGENDA

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of September 17, 2013 Tourism Advisory & Business Joint Committee Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Wisconsin Association of Convention and Visitors Bureaus Annual Fall Tourism Convention (November 7 & 8, 2013)
6. Financial Report
7. Discussion/Decision - ITBEC Ad in 2014 Visitor Guides
8. Update - Fishing Guide Reprinting
9. Discussion/Decision - Cloud Storage Options for East Central ITBEC Creative Data

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East Central ITBEC Joint Tourism Advisory and Business Committee Agenda

November 6, 2013

10. Update - *Taste of the Lakes* Brochure Reprint
11. Update - Go Outside & Play Brochure Reprint
12. Discussion/Decision - Events Calendar/What's Going On Project
13. Strategic Plan for Marketing Program
14. Discussion/Decision - Participation in Fox-Wisconsin Heritage Parkway
15. Discussion/Decision - Weigh-In on the Winnebago Waterways Project Update
16. Discussion/Decision - Business Committee Projects
17. Items for Future Agenda
18. Set Next Meeting Date
19. Adjournment