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EAST CENTRAL ITBEC BOARD

Tuesday, June 5, 2012

Winnebago County Administrative Office
Oshkosh, WI

MINUTES

CALL TO ORDER: East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:06 p.m.

ROLL CALL: Stan Kline, Winnebago County; Julie Schmelzer and Ralph Prescott, Calumet County; Matt Payette, Kewaunee County; Lisa Pauly, Fond du Lac County; and Citizen Member Paul Sundquist.

EXCUSED: David Albrecht, Winnebago County. **ABSENT:** Herb Ottery, Fond du Lac County.

STAFF: Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Arlene Schmuhl.

APPROVAL OF APRIL 4, 2012 MINUTES: Motion by PRESCOTT, second by PAYETTE, to approve the April 4, 2012 minutes as printed. Motion carried.

ELECTION OF OFFICERS: The East Central ITBEC By Laws call for the election of officers in even numbered years, following the County Board organizational meetings in April. Julie Schmelzer nominated Stan Kline as Chair and Ralph Prescott as Vice-Chair. Motion carried for Stan Kline as Chair and Ralph Prescott as Vice-Chair.

CHAIR'S REMARKS: Chair Kline thanked the members for their support.

APPOINTMENT AND/OR RE-APPOINTMENT OF CITIZEN MEMBERS: Chair Kline asked for a unanimous consent from the Board to re-appoint Paul Sundquist as a Citizen Member. All votes aye.

PROJECT DIRECTOR'S REPORT: Bill Korrer informed the Board that Milwaukee County has rejoined the Wisconsin Counties Association as of the end of May.

- a. Recall Election: Today is the recall election and all indications are that the voter turnout will be high. If any of the challengers win, they could be seated as soon as 2 days after the official canvas of votes.
- b. Northern Railroad Consortium: The Northern Rail group is officially a Rail Commission as of May 22, 2012. Wendy Gehlhoff of Florence County is the Commission Chair. The Commission plans on meeting monthly on the last Tuesday in Rhinelander.

UPDATE - Membership Incentive Proposal: Lisa Pauly informed the Board that the Fond du Lac CVB has a pledge from Fond du Lac County to partner on the ITBEC dues for 2013. The Board discussed other potential members bordering the East Central ITBEC. Motion by SCHMELZER, second by PRESCOTT, to invite Manitowoc, Sheboygan, Green Lake, and Waushara Counties to join; letters going to the County Board Chair, County Clerk, and local Chamber of Commerce/CVB. Motion carried.

FINANCIAL REPORT: Bill Korrer reported to the Board that there is a current undesignated fund balance of \$17,174.37. Mr. Korrer suggested that with Fond du Lac County onboard, the Board may want to increase the professional services line in anticipation of added work there. In addition, the general advertising line is beginning to be diminished. Motion by PRESCOTT, second by PAYETTE, to transfer \$1,000 from the Project Funds Account to the "General Advertising" line and to transfer \$1,000 from the Project Funds Account to the "Professional Services" line. Motion carried. Motion by SCHMELZER, second by PAYETTE, to allocate \$2,000 to be designated for a Holyland Brochure project, contingent upon Tourism Committee approval; and to allocate \$1,000 to be designated for contribution to the Lakeshore Cluster Initiative, contingent upon Tourism Committee approval. Funds for both to come from the Project Funds Account. Motion carried. Mr. Korrer also pointed out that if the East Central ITBEC is extending invitations to join, the Board may want to take a position on the 2013 dues amount. Motion by SCHMELZER, second by PRESCOTT, to freeze the East Central ITBEC dues for 2013 at the current level. Motion carried.

TOURISM COMMITTEE REPORT: Tourism Committee Chair Paul Sundquist reported that the Committee is moving forward on the lake map reprint. There was a delay while the Fond du Lac County membership was being readdressed. Committee Chair Sundquist added that he recently met with Oshkosh CVB Executive Director Wendy Hielsberg and the Oshkosh CVB is interested in getting reacquainted with the East Central ITBEC. Arlene Schmuhl had some questions about the process for adding Fond du Lac's information to the ITBEC website which were answered during discussion.

BUSINESS COMMITTEE REPORT: There were no new updates for Business Committee projects.

ITEMS FOR FUTURE AGENDA: Nothing new was suggested at this time.

SET NEXT MEETING DATE: The next meeting will be held on August 8, 2012 starting at 1:00 p.m. in Fond du Lac. The exact location will be determined

ADJOURNMENT: Motion by PRESCOTT, second by PAULY, to adjourn at 2:27 p.m. Motion carried.