



22 EAST MIFFLIN STREET, SUITE 900  
MADISON, WI 53703  
TOLL FREE: 1.866.404.2700  
PHONE: 608.663.7188  
FAX: 608.663.7189  
WWW.WICOUNTIES.ORG

## EAST CENTRAL ITBEC BOARD

Wednesday, August 8, 2012

Fond du Lac Area CVB  
Fond du Lac, WI 54935

### MINUTES

**CALL TO ORDER:** East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:05 p.m.

**ROLL CALL:** Julie Schmelzer and Ralph Prescott, Calumet County; Stan Kline, Winnebago County; Matt Payette and David Mayer, Kewaunee County. **EXCUSED:** Lisa Pauly, Fond du Lac County; Paul Sundquist, Winnebago County. **ABSENT:** Herb Ottery, Fond du Lac County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Craig Molitor, Fond du Lac CVB Executive Director. Introductions were made around the room.

**APPROVAL OF JUNE 5, 2012 MINUTES:** Motion by PRESCOTT, second by PAYETTE, to approve the June 5, 2012 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Kline welcomed Fond du Lac County back and commented that it is nice to have everybody on the Board again.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer distributed copies of a tourism travel report showing the impact of schools starting after September 1.

- a. WCA Conference & Marketplace: The four ITBECs will be having a joint booth at the 2012 WCA Annual Conference Marketplace. This year, the Marketplace will be held on just one day - Monday, September 24. Because this is a joint ITBEC booth, there will not be room for individual county materials.
- b. Northwoods Rail Transit Commission: Bill Korrer told the Board that the Northern Rail Consortium is now the Northwoods Rail Transit Commission, after their meeting on May 22, 2012. Ashland County is seriously considering joining, even though the Commission's primary concern is the Canadian National line that parallels Highway 8. Wendy Gehlhoff of Florence County was elected chair of the Commission. The Rail Commission will be having monthly meetings the last Tuesday of the month in Rhinelander. The member counties are in the process of conducting a rail-business survey to help analyze what the strengths and obstacles of maintaining adequate rail services are.

Page Two

East Central ITBEC Board Minutes

August 8, 2012

- c. Northeast Wisconsin Global Trade Conference: Bill Korrer told the Board that at their last meeting, Fred Monique announced that he is stepping down as Chair of the NE Wisconsin Global Trade Conference. Nobody present offered to assume the lead position. Julie Schmelzer said that the Global Trade Strategy group she is working with may be able to help out.

**UPDATE - Membership Incentive Proposal:** Bill Korrer told the Board that the letter went out to Manitowoc County, Sheboygan County, and Waushara County. To date, he has not received any responses. Chair Kline said that he had not received any responses, either.

**FINANCIAL REPORT:** Bill Korrer told the Board that they currently have an undesignated fund balance of \$12,178.76. The Board discussed several line item accounts. Motion by PRESCOTT, second by MAYER, to close out the Lakeshore Cluster Initiative line item in the amount of \$1,000 and return the unused dollars to the East Central ITBEC Project Funds account. Motion carried. Motion by PRESCOTT, second by PAYETTE, to increase the "General Advertising" line item to a total of \$6,000; funds to come from the East Central ITBEC Project Funds account (this is an addition of \$4240.65). Motion carried. Motion by PRESCOTT, second by PAYETTE, to accept the financial report. Motion carried.

**TOURISM ADVISORY COMMITTEE REPORT:** Bill Korrer said that things moved a little slowly while waiting on Fond du Lac Counties decision on joining. The final mockup was awaiting their move. He reported that he had received an invoice for Arlene Schmuhl's work and is forwarding it on. The East Central ITBEC was invoiced for 14.75 hours. Julie Schmelzer said that the *Cruisin' the Lake* maps are gone and the fishing guide is going quickly. The *Cruisin'* map is ready for printing, so we should have that in a month or so.

**BUSINESS COMMITTEE REPORT:**

**DISCUSSION/DECISION - Recommendation to Create an "Economic Development" Grant of \$500 per County:** Motion by PAYETTE, second by SCHMELZER, to create an Economic Development grant line item; to fund it with \$2,000 (arrived at by multiplying \$500 X four member counties); and funds to come from the East Central ITBEC Project Funds Account. Motion carried.

**ITEMS FOR FUTURE AGENDA:** Ralph Prescott asked if it is worth having a presence at the Chicago Boat Show. Bill Korrer said he will include that subject on the next Tourism Advisory Committee agenda.

**SET NEXT MEETING DATE:** The next meeting will be Wednesday, October 17th in Kewaunee County starting at 1:00 p.m.

**ADJOURNMENT:** Motion by PRESCOTT, second by MAYER, to adjourn at 2:28 p.m. Motion carried.

## **EAST CENTRAL ITBEC**

### **REPRINT FISHING GUIDE**

**ISSUE:** The East Central ITBEC Tourism Advisory Committee has identified different options to further promote East Central Wisconsin. One of these ideas would be a promotion of the fishery resource. Fishing is a universal sport that doesn't discriminate because of the participants age, their skill level, or investment into the sport.

Fishing related sales is annually one of the highest categories for consumer recreational spending. The East Central ITBEC Tourism Advisory Committee feels this is another venue ripe for promotion with member counties having both Lake Michigan and the Lake Winnebago water bodies offering year round opportunities.

The original fishing promotion piece press run from 2009 was very popular and inventories are depleted, necessitating a reprint.

**RECOMMENDATION:** It is recommended that the East Central ITBEC Board allocate \$4,000 to be designated for a fishing brochure line item. Funds to come from the East Central ITBEC Project Funds Account.

## **EAST CENTRAL ITBEC**

### **EVENTS RACK CARD FUNDS**

**ISSUE:** The East Central ITBEC Tourism Advisory Committee has identified different options to further promote East Central Wisconsin. Each of our member counties have local events happening year-round that offer unique experiences to the visitor.

Creating a multi-purpose generic events "rack card" would enable the East Central ITBEC to promote these events by using it in the traditional style as a stand alone piece; and, secondarily, allow the rack card to be used as an insert in other promotional pieces.

**RECOMMENDATION:** It is recommended that the East Central ITBEC Board allocate \$2,000 to be designated for an "Events Rack Card" line item. Funds to come from the East Central ITBEC Project Funds Account.

## **EAST CENTRAL ITBEC**

### **FUN IN WISCONSIN ADVERTISING**

**ISSUE:** The East Central ITBEC uses many different methods to showcase the numerous amenities the area has to offer.

*Fun in Wisconsin* is a traditional printed magazine that focuses on how to have fun in Wisconsin and where to go to do it. A seasonal magazine, *Fun in Wisconsin* typically has a press run of 100,000 copies that are primarily placed in high traffic sites such as break rooms, cafeterias, and so on.

The East Central ITBEC Tourism Advisory Committee feels that advertising in this publication is of benefit to the East Central ITBEC.

**RECOMMENDATION:** It is recommended that the East Central ITBEC Board allocate \$2,000 to be designated for advertising in *Fun in Wisconsin* for the 2013 summer season. Funds to come from the East Central ITBEC Project Funds Account.

## **EAST CENTRAL ITBEC**

### **COUNTY VISITORS GUIDE ADVERTISING**

**ISSUE:** The East Central ITBEC uses many different methods to showcase the numerous amenities the area has to offer.

The East Central ITBEC recognizes that the Lake Winnebago system and Lake Michigan are resources that can not be matched by other parts of the upper midwest. However, the East Central ITBEC does not have the staff or adequate funds to cover all advertising venues.

Taking out display ads in the individual County Visitors Guides is a method to expand the advertising and promotion of the East Central ITBEC and be cost effective.

The East Central ITBEC Tourism Advisory Committee feels that this is a way to reach out to traditional print advertising users. The East Central ITBEC Tourism Advisory Committee voted to recommend up to \$500 per county for this project (total cost 4 X \$500 = \$2,000).

**RECOMMENDATION:** It is recommended that the East Central ITBEC Board allocate \$2,000 to be designated for advertising in a Visitors Guide in the four member counties; maximum of \$500 per ad per county. Funds to come from the East Central ITBEC Project Funds Account.