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## EAST CENTRAL ITBEC BOARD

Tuesday, August 23, 2011

Winnebago County Administrative Office  
Oshkosh, WI

### MINUTES

**CALL TO ORDER:** East Central ITBEC Board Chair Stan Kline called the meeting to order at 1:00 p.m.

**ROLL CALL:** Kelly Nieforth, Calumet County; Matt Payette & David Mayer, Kewaunee County; Stan Kline, Winnebago County; and Citizen Member Paul Sundquist. **EXCUSED:** David Albrecht, Winnebago County; Ralph Prescott, Calumet County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

**APPROVAL OF MAY 19, 2011 MINUTES:** Motion by MAYER, second by NIEFORTH, to approve the May 19, 2011 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** East Central ITBEC Chair Stan Kline took the opportunity to welcome Kelly Nieforth back from her maternity leave and thank her for putting the East Central ITBEC's report for the ITBEC Conference on PowerPoint. Chair Kline added that he talked with Brown County Executive Troy Streckenbach, whom he worked with over 25 years ago, at the ITBEC Conference.

### PROJECT DIRECTOR'S REPORT:

- a. Wisconsin Ability Network: Bill Korrer told the Board that although the CBDG grants have run their course, WAN contractor Darryl Mayfield continues to work with county workshops on a contract basis. The same concept of finding contracts for the workshops to reduce their dependence on government funding continues is being used.
- b. WCA Annual Conference: The Wisconsin Counties Association Annual Conference & Marketplace will be September 25, 26, & 27, 2011 at the Kalahari Resort in Wisconsin Dells.
- c. State Budget: The biggest news from the budget bill is that the additional monies for the Department of Tourism were left intact by the Legislature when the budget was approved. This is \$3 million over the biennium. Many of the other elements of the 2011 - 2013 biennial budget are still being analyzed for the full impact on local government. For the most part, there were not any huge changes to county dollars from the announced proposals contained in the budget.

- d. Annual Statewide ITBEC Conference Follow-Up: Bill Korrer reported that the Annual Statewide ITBEC was held six weeks ago and it was well received. Presenters included WCA Legislative Director John Reinemann on the budget bill; Gogebic Taconite on the proposed iron mine in Iron and Ashland Counties; Bill Johnson on Flambeau Papers proposed bio-diesel plant; Darryl Mayfield on the Wisconsin Ability Network; Lorry Erickson on Monroe County's buy local promotion; and the reports by the ITBECs on the past year's activities.

Bill Korrer told the Board that the 10th Annual Northeast Wisconsin Global Trade Conference will be held on April 3, 2012 in Appleton. The planning committee has started their monthly meetings.

**FINANCIAL REPORT:** Bill Korrer reported that the East Central ITBEC has an undesignated fund balance of \$2,232.61. Motion by PAYETTE, second by NIEFORTH, to accept the financial report. Motion carried. The Board discussed recruiting additional counties for 2012 and the respective dues levels. Bill Korrer informed the Board that there are figures for Green Lake, Manitowoc, Outagamie, and Fond du Lac Counties already set. Motion by NIEFORTH, second by PAYETTE, to cap the East Central ITBEC dues at \$11,000 (the same as Winnebago County). Motion carried. Motion by NIEFORTH, second by SUNDQUIST, to vigorously recruit Brown, Fond du Lac, Manitowoc, and Outagamie Counties. Motion carried. Motion by NIEFORTH, second by PAYETTE, to approve a \$750 sponsorship level for the 2012 Northeast Wisconsin Global Trade Conference. Funds to come from the East Central ITBEC Project Funds account. Motion carried. Motion by NIEFORTH, second by MAYER, to approve mileage reimbursement to Board or Committee members delivering East Central ITBEC promotional brochures, upon review and approval by the East Central ITBEC Board Chair. Funds to come from the WCA Travel Expense allocation. Motion carried.

**TOURISM COMMITTEE REPORT:** Tourism Committee Chair Paul Sundquist said that the Committee has chosen to contract with Arlene Schmuhl for professional services related to promotional efforts. Mr. Sundquist said that the "Cruising the Lake Winnebago System" maps are getting very low and will need to be updated before reprinting. The quote for the last reprint was 3,000 copies for \$2,418 and 6,000 copies for \$3,022 from CastlePierce. The possibility of different counties being part of this map is causing a slight delay. Mr. Sundquist added that the fishing brochure is going to need reprinting before next summer.

**ITEMS FOR FUTURE AGENDA:** Update on recruitment; D/D attending sports shows (partner w/Department of Tourism).

**SET NEXT MEETING DATE:** The East Central ITBEC Tourism Committee will meet on October 11, 2011 at 1:00 p.m. in Calumet County. The East Central ITBEC Board will meet on October 19, 2011 at 1:00 p.m. in Winnebago County.

**ADJOURNMENT:** Motion by SUNDQUIST, second by NIEFORTH, to adjourn at 2:35 p.m. Motion carried.