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

Wednesday, September 26, 2012

Kewaunee County Highway Department  
Kewaunee, WI 54216

**MINUTES**

**CALL TO ORDER:** East Central ITBEC Tourism Advisory Committee Chair Paul Sundquist called the meeting to order at 1:06 p.m.

**ROLL CALL:** Paul Sundquist, Winnebago County - Tourism Advisory Committee; Lisa Pauly, Fond du Lac County - Tourism Advisory Committee; Matt Payette, Kewaunee County - Business and Tourism Advisory Committees. **EXCUSED:** Bill Roh, Winnebago County - Business Committee; Julie Schmelzer, Calumet County - Business and Tourism Advisory Committees; Herb Ottery, Fond du Lac County - Business Committee. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative.

**APPROVAL OF JULY 11, 2012 MINUTES:** Motion by PAYETTE, second by PAULY, to approve the July 11, 2012 minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Tourism Advisory Committee Chair Sundquist said that the East Central ITBEC has many tourism successes and said that focus has been and continues to be the driving force for the regional collaboration.

**PROJECT DIRECTOR'S REPORT:**

- a. Northwoods Rail Transit Commission: Bill Korrer handed out copies of a sample letter to Department of Transportation Secretary Mark Gottlieb requesting that the Freight Rail Preservation Program funding be increased to \$90 million, up from the current \$30 million, for the 2013-2015 biennium budget that the Northwoods Rail Transit Commission adopted last Friday. There was also a sample County Board resolution included with the letter. There are approximately 33 counties active in rail commissions across the state.

September 26, 2012

- b. Northeast Wisconsin Global Trade Conference Follow-Up: Bill Korrer told the Committees that the future of the Northeast Wisconsin Global Trade Conference is uncertain at this time. Fred Monique of the Green Bay Chamber is stepping down as the leading force after nine years. The majority of the Conference Planning Committee are representatives of various educational or regional planning entities and are not used to organizing and running events like this.

**PROFESSIONAL SERVICES CONTRACTOR ACTIVITY REPORT:** Tourism Advisory Committee Chair Sundquist relayed a report from Arlene Schmuhl that work has been completed on the *Cruisin'* map and that it was sent to the printer. Chair Sundquist said that the fishing guide would probably be the next project.

**DISCUSSION/DECISION - Chicago Boat Show Follow-Up:** The Committees felt that the only way to attend this show is if the Department of Tourism offers their sports show partnership opportunity again. Right now, there isn't any information out on if the Department is offering it or if they do, which shows they will be attending. No action was taken by the Committees.

**DISCUSSION/DECISION - 42nd Annual Rockford, IL Vacation and Fishing Expo for February 8, 9, and 10, 2013:** Chair Sundquist said that he talked with local fishing guide Doug Nelson about out of state fishing and boating shows. Mr. Nelson agreed to take materials with him to Rockford and also the Rosemont Show and one in Hammond.

**UPDATE - Holyland Brochure Project:** Lisa Pauly told the Committees that Calumet County has an intern that has been compiling information for the project. There isn't any other information at this time.

**DISCUSSION/DECISION - Promotion of Local Events & Festivals with a Brochure:** Matt Payette suggested that the Tourism Advisory Committee consider creating a dual purpose events rack card that could be used as an insert in mailers and as a stand alone card. The rack card would be somewhat generic and used primarily to direct people to the [www.travelthelakes.com](http://www.travelthelakes.com) website for more detailed information. Motion by PAULY, second by PAYETTE, to forward to the East Central ITBEC Board the creation of a multi-purpose rack card promoting events in the area; exact details coming at a later date. Motion carried.

**DISCUSSION/DECISION - Fun in Wisconsin Advertising for 2013:** Lisa Pauly explained what the *Fun in Wisconsin* publication is and that they have a press run of 100,000. The cost for a double-page ad is \$2,000. The Committees did not take any action on this item.

Page Three

East Central ITBEC Tourism Advisory/Business Committee Minutes

September 26, 2012

**LAKE MANAGEMENT GRANT UPDATE:** There was no report on what happened with the lake management grant.

**FINANCIAL REPORT:** Bill Korrer reported that there is currently an undesignated fund balance of \$11,181.04. Chair Sundquist requested that on future agendas, the financial report be moved up before any possible action items.

**UPDATE - Expanding East Central ITBEC Membership:** Matt Payette said that he has a meeting scheduled with Manitowoc County about the benefits of ITBEC.

**UPDATE - Reprint of *Cruising the Lake Winnebago System Map*:** Bill Korrer reported that he has received the invoice for the printing. The maps were delivered to Calumet County. The invoice was slightly below the budgeted amount.

**FISHING GUIDE UPDATE:** The fishing guide is in need of being reprinted. The last run was in 2009 and \$6,000 was budgeted. Discussion centered on how many to print. Motion by PAYETTE, second by PAULY, to recommend to the East Central ITBEC Board that they allocate \$4,000 for a reprinting of the fishing guide. Motion carried.

**TOURISM COMMITTEE PROJECTS UPDATE:** The Committee discussed participating in the county visitors guides for the 2013 season. Chair Sundquist directed that this be listed as an action item on the Tourism Advisory Committee agenda.

**BUSINESS COMMITTEE PROJECTS UPDATE:** No new items were discussed.

**ITEMS FOR FUTURE AGENDA:** Nothing new was discussed for the next agenda.

**SET NEXT MEETING DATE:** The next meeting will be on October 17, 2012 at 12:45 p.m. In Kewaunee County, preceding the East Central ITBEC Board meeting.

**ADJOURN:** With all business conducted, Chair Sundquist declared the meeting adjourned at 3:05 p.m.