



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

**NORTH CENTRAL ITBEC BOARD
AND
TOURISM & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
JOINT MEETING**

Thursday, March 25, 2021
10:00 a.m.

Shawano Country Chamber of Commerce & Visitor Center
1263 S. Main Street
Shawano, WI 54166

REMOTE PARTICIPATION

Join Zoom Meeting:

<https://us02web.zoom.us/j/88650599995?pwd=NVhHNmRjMGdlc1F5dmNudGNtYVZ0QT09>

Meeting ID: 886 5059 9995
Passcode: 456161

AGENDA

1. Call to Order
2. Roll Call
3. Approval of January 28, 2021 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. WCA Opioid Litigation
 - b. Northwoods Rail Transit Commission
6. Financial Report
7. County Issues Roundtable Discussion

North Central ITBEC Board & Tourism & Economic Development Advisory Committee
Joint Meeting Agenda

Page 2

March 25, 2021

8. Marketing Report
 - a. Sports Shows Update
 - b. 2021 Promotions Plan Status
 - i. Consideration of Adding \$7,500 to the 2021 Marketing Plan Line Item for Media Fams Co-op Participation
9. State Department Updates
 - a. Tourism
 - b. WEDC
10. Consideration of Items for Future Agenda
11. Set Next Meeting Date - Tentatively Set as May 27, 2021. Vilas County is Next in the Hosting Rotation.
12. Adjournment