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

Thursday, September 30, 2021  
10:00 a.m.

Nepco Lake County Park  
Shelter Building  
1410 Griffith Avenue  
Wisconsin Rapids, WI 54494

**REMOTE PARTICIPATION**

1-978-990-5449  
Passcode: 2372456#

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of July 29, 2021 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
  - a. WCA Opioid Litigation
  - b. American Rescue Plan Act
  - c. Northwoods Rail Transit Commission
  - d. Fall Tourism Conference – November 4 & 5, 2021 in La Crosse
6. Financial Report
7. Marketing Report
  - a. 2021 Promotions Plan Status
8. County Issues Roundtable Discussion

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9. State Department Updates
  - a. Tourism
  - b. WEDC
10. Consideration of Items for Future Agenda
11. Set Next Meeting Date – Will Need to be Discussed Due to Thanksgiving.  
Florence County is Next in the Hosting Rotation
12. Adjournment