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**NORTHCENTRAL ITBEC BOARD  
AND  
TOURISM & ECONOMIC DEVELOPMENT COMMITTEE  
JOINT MEETING**

Thursday, December 3, 2020

Oneida County Courthouse  
Rhineland, WI 54501

**MINUTES**

**CALL TO ORDER:** North Central ITBEC Board Chair Mike Klimoski called the joint meeting of the Board and Tourism and Economic Development Advisory Committee to order at 10:02 a.m.

**ROLL CALL: Board Members:** Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Krolczyk & Jim Winkler, Oneida County; Arlyn Tober, Shawano County; William Chaney, Forest County; Phil Idsvoog, Portage County. **REMOTE PARTICIPATION: Board Members:** Jenny Short, Marinette County; Marvin Anderson, Vilas County. **Tourism & Economic Development Advisory Committee Member:** Carolyn Ritter, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski & Keri Beck, Langlade County; Cindy Burzinski, Vilas County; Lance Pliml, Wood County; Samantha Boucher, Oconto County; Robert Sivick, Waushara County. **EXCUSED: Board Members:** Brad Hamilton, Wood County; Al Haga, Portage County; Clancy Whiting, Marinette County. **Tourism & Economic Development Advisory Committee Members:** Autumn Rockhill & Allyson Bickel, Marinette County; Cheri Collins, Forest County; Sara Brish, Portage County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Theresa Serrano, Shawano County; Debbie Kinsey & Bill Bialecki, Lincoln County; Fran Modschielder, Florence County; Stephanie Holman, Oconto County; Donna Kalata, Waushara County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Brittany Beyer, Grow North Regional Economic Development. **REMOTE PARTICIPATION:** Jim Rosenberg, WEDC; Meredith Kleker, Wisconsin Rapids Area Convention & Visitors Bureau; Jeff Anderson, Wisconsin Department of Tourism. Those participating remotely identified themselves to the group.

Oneida County Supervisor Jim Winkler welcomed everybody - both those in-person and the remote participants - to Oneida County and the City of Rhineland for today's meeting.

**APPROVAL OF SEPTEMBER 24, 2020, JOINT MEETING MINUTES:** Motion by Winkler, second by Ritter, to approve the September 2020 joint meeting minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Chair Klimoski said that the weather could stay just the way it is for a couple of months.

**PROJECT DIRECTOR'S REPORT:**

- a. WCA Opioid Litigation: Bill Korrer provided an update to the Board and Committee regarding the WCA Opioid Litigation Lawsuit. Discussion followed.
- b. Northwoods Rail Transit Commission: Bill Korrer stated there was nothing new to report at this time.

**PRESENTATION BY GROW NORTH – REGIONAL ECONOMIC DEVELOPMENT CORPORATION:** Brittany Beyer, the executive director of Grow North, shared the background, history, and makeup of the regional economic development organization. Discussion followed.

**FINANCIAL REPORT:** Bill Korrer informed the members that there have been 10 checks issued since September. Seven of the checks were connected to the search engine marketing (SEM) contract through the Department of Tourism co-op program and administered by Madden Media. Three of the checks were for updating the website and logos to include Marinette County. There is currently an undesignated fund balance of \$18,863.03. Motion by Chaney, second by Tober, to accept the financial report. Motion carried.

**MARKETING REPORT:**

- a. 2021 Sports Shows Update: Cindy Burzinski provided an update on the 2021 Sports Shows. Discussion followed.
- b. 2020 Promotions Plan Update: Cindy Burzinski provided an update on the 2020 Promotions Plan. Discussion followed.

**STATE DEPARTMENT UPDATES:**

- a. WEDC: Jim Rosenberg provided an update on what the WEDC is doing. Discussion followed.
- b. Tourism: Jeff Anderson provided an update on the changes in Tourism. Discussion followed.

**COUNTY ISSUES ROUNDTABLE DISCUSSION:** There was no roundtable discussion at today's meeting.

**CONSIDERATION OF ITEMS FOR FUTURE AGENDA:** Annual housekeeping items.

**SET NEXT MEETING DATE:** The next meeting will be on January 28, 2021. Sara Brish has agreed to host the meeting at their new location in Portage County.

**ADJOURNMENT:** Motion by Idsvoog, second by Beck, to adjourn the meeting at 11:41 a.m. Motion carried.