

JOINT MEETING OF THE NORTH CENTRAL ITBEC BOARD AND NORTH CENTRAL ITBEC TOURISM COMMITTEE

December 1, 2022

CESA 8
Gillett, WI

MINUTES

CALL TO ORDER: Chair Mike Klimoski called the meeting to order at 10:02 a.m.

ROLL CALL:

North Central ITBEC Board: PRESENT: Cindy Gretzinger, Forest County; Mike Klimoski, Langlade County; Chris Schultz, Oneida County; Al Haga, Portage County; William Chaney, Forest County; Keri Beck, Langlade County; Jennifer Short, Marinette County; Samantha Boucher, Oconto County; Bill Korrer, Oneida County; Phil Idsvoog, Portage County; and Brad Hamilton, Wood County. **EXCUSED:** Arlyn Tober, Shawano County and Lance Pliml, Wood County. **ABSENT:** Fran Modschiedler, Florence County; Glen Broderick, Marinette County; Stephanie Holman, Oconto County; Joseph Wildcat, Sr., Vilas County; and Theresa Serrano, Shawano County.

North Central ITBEC Tourism Committee: PRESENT: Jason Nevens, Florence County; William Chaney, Forest County; Mike Miller, Forest County; Mike Klimoski, Langlade County; Keri Beck, Langlade County; Jennifer Short, Marinette County; Samantha Boucher, Oconto County; Chris Schultz, Oneida County; Phil Idsvoog, Portage County; and Sara Brish, Portage County. **EXCUSED:** Sherry Hulett, Lincoln County; Clyde Nelson, Lincoln County; Arlyn Tober, Shawano County; and Leah Trojan, Vilas County. **ABSENT:** Chad Hedmark, Florence County; Autumn Rockhill, Marinette County; Stephanie Holman, Oconto County; Collette Sorgel, Oneida County; Theresa Serrano, Shawano County; and Chris Shafer, Forest County.

OTHERS PRESENT: Jeff Anderson, Travel Wisconsin; Jim Rosenberg, WEDC; Erik Printz; Florence County Economic Development and Cheryl Skoug, Merrill Chamber.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Cheney, second by Hamilton, to approve the minutes of the September 29, 2022 meeting. Motion carried.

NORTH CENTRAL ITBEC FINANCES: Sarah Diedrick-Kasdorf reviewed the financial report dated November 28, 2022. Total revenues to date were \$15,795; expenses paid in 2022 totaled \$15,134.51; the account balance is \$40,371.39; and the unallocated revenue is \$9,230.33.

BYLAWS DISCUSSION: Sarah Diedrick-Kasdorf reported on the work of the bylaws committee. The committee focused its first meeting on the ITBECs name and purpose, authority, and powers. The bylaws committee brought the following statement forward for the board's discussion:

Section 1. Purpose, Authority, and Powers

The purpose of the North Central ITBEC is to provide participating counties within the region a mechanism in which counties, and its tourism partners, can combine resources to:

- Promote regional tourism.
- Collaborate on opportunities to market the region's resources and tourist destinations.
- Develop public/private partnerships to expand tourism opportunities within member counties.
- Participate in educational programming and information sharing (networking) related to tourism promotion.

Discussion ensued. The group agreed to add the words "other related economic development initiatives" to the last bullet point. Motion by Boucher, second by Miller, to incorporate the new language into the proposed bylaws changes. Motion carried. The group also had a discussion with regard to a new name for the ITBEC.

NORTH CENTRAL ITBEC PROJECT UPDATES: Sara Brish reported on the following topics: website updates/contract with Lightburn; FAM tours; Green Bay Sports Show in January 2023.

STATE DEPARTMENT UPDATES:

Travel Wisconsin: Jeff Anderson reported on the following: 5.99% increase in visitor spending from 2019-2021; upcoming winter webinars – strategy and the winter campaign; snow report is live; first printed version of the Wisconsin Traveler coffee table piece is now available; modifications to the Travel Green program; Travel Wisconsin co-op program launched in November; Badger State Games Torch Ride.

WEDC: Jim Rosenberg reported on the following: Main Street Bounce Back grant program and the Vibrant Spaces program.

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SET NEXT MEETING DATE AND LOCATION: The next meeting was scheduled for January 26, 2023 in Oneida County.

ADJOURN: Chair Klimoski adjourned the meeting at 11:15 a.m.