



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, July 25, 2019

Waushara County Courthouse
Wautoma, WI 54982

MINUTES

CALL TO ORDER: Vice-Chair Phil Idsvoog called the meeting to order at 10:00 a.m.

ROLL CALL: Board Members: Brad Hamilton, Wood County; Larry Neuens, Florence County; Phil Idsvoog, Portage County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County; and Charlie Rayala, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Pliml, Wood County; Greg Sekela, Oconto County; William Chaney, Forest County; Donna Kalata and Robert Sivick, Waushara County. **EXCUSED: Board Members:** Marvin Anderson, Vilas County; Tom Tallier, Forest County; Arlyn Tober, Shawano County; Lori Moore, Florence County. **Tourism & Economic Development Advisory Committee Members:** Matt McLean, Wood County; Bonnie Olson, Shawano County; Melinda Otto, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Angie Close and Mike Klimoski, Langlade County; Cindy Burzinski, Vilas County; Al Haga, Portage County; Samantha Boucher, Oconto County; Jim Winkler and Russ Fisher, Oneida County; Debbe Kinsey and Bill Bialecki, Lincoln County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Mark VandeCastle, Waushara County Tourism Commission; Norm Duesterhoeft, Waushara County Emergency Manager; Ted Korolewski; Roger Rayala. Introductions were made around the room.

Waushara County Board Chair Donna Kalata and County Administrator Robert Sivick welcomed the group to Waushara County and the City of Wautoma.

APPROVAL OF MAY 30, 2019 JOINT MEETING MINUTES: Motion by Sekela, second by Hamilton, to approve the May joint meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: Vice-Chair Idsvoog said that his neighborhood in Plover has been without power since 10:15 a.m. this past Saturday.

PROJECT DIRECTOR'S REPORT:

- a. WCA Opioid Litigation: Bill Korrer said that Wisconsin is among several states that have recently filed lawsuits against opioid manufacturers claiming dishonesty and deceit regarding the safe dosage levels and the long term use addictive nature of opioids. WCA has received indications that settlement talks with the defendants are slowly heading towards resolution in the lawsuit they are part of. The matter is still scheduled for trial this fall. WCA Board Chair Lance Pliml said it is evident that the judge in this case is really trying to get everybody involved to come to some sort of settlement.
- b. Northwoods Rail Transit Commission: Of interest to rail users is that the frac sand bonanza in western Wisconsin may be on the downturn. Industry news indicates that a suitable source of frac sand has been found in Texas, which is much closer to the oil fields. Like most commodities, transportation costs can be a huge factor in the price and eventually the decision on where to purchase. A potential upside is that rail providers will need to find additional product to fill the gap, if frac sand tonnage from western Wisconsin is truly on the decline.
- c. Wisconsin Rural Partners Small Community Forums - August 8 in Crivitz & September 11 in Nekoosa: Bill Korrer reminded members that Wisconsin Rural Partners, in partnership with the League of Wisconsin Municipalities, USDA, UW-Extension, Wisconsin Downtown Action Council and the Wisconsin Economic Development Corporation, will be hosting multiple Small Community Forums throughout the state of Wisconsin later this summer and fall. Additional information is available online at <https://www.wiruralpartners.org/community-forums>.

FINANCIAL REPORT: Bill Korrer told the Board and Committee members that there is currently an undesignated fund balance of \$9,386.33.

CONSIDERATION OF A RESOLUTION SUPPORTING THE ELIMINATION OF ZERO OPERATING LEVY CAP IMPOSED ON WISCONSIN COUNTIES: While distributing copies of the proposed resolution to the group, Bill Korrer said that William Chaney had requested this as an agenda item for consideration. Mr. Chaney explained the resolution that Forest County had received from Price County. Under the current levy limit restraints, counties are limited to raising the tax levy only as much as net new construction percentage, which is typically well under a 5% increase.

Vice-Chair Idsvoog noted that counties provide many un-mandated services like economic development funding or tourism promotion dollars that are usually the first things cut when budgets get tough. Robert Sivick said local decisions have consequences and it should be left at that. If citizens are unhappy with the services provided and the cost of those services, local elections are their recourse. Lance Pliml said this topic has generated a lot of discussion at WCA Board of Directors meetings. Motion by Sivick, second by Pliml, to support the resolution to eliminate the zero operating levy cap. Motion carried.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Robert Sivick introduced Norm Dueterhoeft, Waushara County Emergency Manager. Mr. Dueterhoeft explained how they handle situations, such as violent storms, in a vacation area with many campgrounds and a sizable Amish community. Lance Pliml commented that the level of volunteerism across the state was evident in the wake of all the bad weather. He also said that overcrowding in jails, and property tax relief are statewide issues. Bill Chaney said that the rumor is Kid Rock will be playing in Crandon at the Brush Run Labor Day weekend.

MARKETING REPORT: Sara Brish said that the search engine marketing (SEM) co-op program through the Department of Tourism with Madden Media is under way. The ideal end result would be that our website www.northcentralwisconsin.com would be second in internet searches, right behind www.TravelWisconsin.com, the Department of Tourism's website.

- a. 2020 Sports Shows Update: Sara Brish said that the marketing team has started booking for the 2020 sports show season. The WBAY RV & Camping Show (Green Bay) and the Tinley Park, Illinois show are set. The marketing team is reviewing other options at this time.
- b. 2019 Promotions Plan Update: The social media co-op program that the Department of Tourism initiated continues to be a cost-effective method of increasing awareness of www.northcentralwisconsin.com. The print ads for Wisconsin Bike Federation have been placed. Booth giveaways for the sports shows were ordered.

DEPARTMENT OF TOURISM UPDATE: Jeff Anderson was unable to attend today's meeting, but is planning on being at the September meeting in Wood County.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: No new items were suggested during today's meeting.

North Central ITBEC Board & Tourism & Economic Development Advisory Committee
Joint Meeting Minutes
Page 4
July 25, 2019

SET NEXT MEETING DATE: The next meeting will be on September 26, 2019, in Wood County.

ADJOURNMENT: Motion by Chaney, second by Hamilton, to adjourn at 11:20 a.m.
Motion carried.