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

Thursday, January 30, 2020

Forest County Courthouse  
Crandon, WI 54520

**MINUTES**

**CALL TO ORDER:** North Central ITBEC Board Chair Mike Klimoski called the meeting to order at 10:00 a.m.

**ROLL CALL: Board Members:** Brad Hamilton, Wood County; Marvin Anderson, Vilas County; Arlyn Tober, Shawano County; Tom Tallier, Forest County; Phil Idsvoog, Portage County. **Tourism & Economic Development Advisory Committee Members:** Daniel Miller, Shawano County; Kellee Gallion, Forest County; and Sara Brish, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski and Angie Close, Langlade County; William Chaney, Forest County; Samantha Boucher and Greg Sekela, Oconto County; Lance Pliml, Wood County; Cindy Burzinski, Vilas County; Donna Kalata, Waushara County. **EXCUSED: Board Members:** Larry Neuens and Lori Moore, Florence County. **Tourism & Economic Development Advisory Committee Members:** Matt McLean, Wood County; Charlie Rayala, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Al Haga, Portage County; Russ Fisher and Jim Winkler, Oneida County; Debbe Kinsey and Bill Bialecki, Lincoln County; Robert Sivick, Waushara County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jeff Anderson, Wisconsin Department of Tourism; Rosie Kowalewski, Waushara County; Everett Eckstein, Waushara County 2nd Vice-Chair; Stacey Jameson, Executive Director of Forest County Chamber of Commerce.

Forest County Board Chair Tom Tallier welcomed everybody to Forest County and the city of Crandon. Introductions were made around the room.

**APPROVAL OF DECEMBER 5, 2019 JOINT MEETING MINUTES:** Motion by Idsvoog, second by Hamilton, to approve the December 2019 meeting minutes as printed. Motion carried.

**CHAIR'S REMARKS:** Board Chair Klimoski asked whoever is praying for snow, to please stop. He said there's plenty to go around.

**PROJECT DIRECTOR'S REPORT:** Bill Korrer told the members that the Internal Revenue Service announced the 2020 Federal mileage rate and it will be reduced by half of a cent this year. The new amount is \$0.575 per mile traveled. Mr. Korrer also shared that there are suggestions that people use the full "2020" year when dating documents, rather than using a 1-1-20 type of format.

- a. WCA Opioid Litigation: Bill Korrer provided an update on the WCA Opioid Litigation to the Board and Committee.
- b. Northwoods Rail Transit Commission: The Northwoods Rail Transit Commission has not had a meeting for several months now. However, the Executive Committee did have a meeting with Canadian National railroad (CN) representatives and Wisconsin Department of Transportation officials regarding an initial inquiry by CN to gauge the interest in purchasing some of their rail lines.
- c. WCA Legislative Exchange – February 4 - 5, 2020: The Wisconsin Counties Association's Legislative Exchange will be February 4 - 5, 2020, in Madison. Additional information is available at [www.wicounties.org](http://www.wicounties.org).
- d. Wisconsin Rural Partners Summit – April 22 – 23, 2020: The Wisconsin Rural Partners Summit is set for April 22 - 23, 2020, in Marshfield. Additional information is available at <https://www.wiruralpartners.org/2020-rural-summit-agenda>.

**FINANCIAL REPORT:** Bill Korrer reported that 11 of the 12-member counties have paid their 2020 dues. At the present time, there is an undesignated fund balance of \$22,662.36.

- a. Consideration of Relabeling and Modification of 2019 Line Item Accounts to 2020 Accounts: Bill Korrer recommended that the 2019 accounts be closed out and new accounts be created and funded, using the North Central ITBEC Project Funds line (Unallocated Revenue on the financial report). Motion by Hamilton, second by Idsvoog, to close out 2019 "Promotions Budget" in the amount of \$7,373.88 and return funds to Unallocated Revenue account, and to close out 2019 "Sports Show Mileage Reimbursement" in the amount of \$3,500.01 and return funds to Unallocated Revenue account; and to close out 2019 "Website Hosting & Maintenance" in the amount of \$979.00 and return funds to Unallocated Revenue account, and to close out 2019 "Advertising Graphics Design & Layout Funds" in the amount of \$865.00 and return funds to Unallocated Revenue account, and to close out 2019 "Travel Expense Overage" in the amount of \$1,556.39.00 and return funds to Unallocated Revenue account;

and then create a “Promotions Budget” line and fund it with \$10,000.00, funds to come from the North Central ITBEC Project Funds account, and create a “Sports Show Mileage Reimbursement” line and fund it with \$5,000.00, funds to come from the North Central ITBEC Project Funds account, and create a “Website Hosting & Maintenance” line and fund it with \$1,000.00, funds to come from the North Central ITBEC Project Funds account, and create a “Advertising Graphic Design & Layout” line and fund it with \$865.00, funds to come from the North Central ITBEC Project Funds account. Motion carried.

#### **ACTION ITEMS (BOARD):**

- a. Accept \$5,000 From WCA for Travel Related Expenses: Motion by Idsvoog, second by Anderson, to accept \$5,000 from the Wisconsin Counties Association for travel related expenses. Motion carried.
- b. Reallocate Funds to the Chair’s Account: Motion by Idsvoog, second by Anderson, to add sufficient funds to bring the “Chair’s Account” to a total of \$1,000 and to relabel it as a 2020 account; funds to come from the North Central ITBEC Project Funds account. Motion carried.
- c. 2020 Travel Expense Overage: Motion by Idsvoog, second by Anderson, to allocate \$1,500 to be designated for potential travel expense reimbursement overages; funds to come from the North Central ITBEC Project Funds account. Motion carried.
- d. ITBEC Booth at WCA Conference Marketplace: Motion by Idsvoog, second by Anderson, to allocate \$200 to be designated for an equal share of the cost of a joint ITBEC booth at the 2020 Wisconsin Counties Association Annual Conference Marketplace; funds to come from the North Central ITBEC Project Funds account. Motion carried.

**COUNTY ISSUES ROUNDTABLE DISCUSSION:** Tom Tallier asked what other counties are doing with the Second Amendment Sanctuary resolutions that are going around. Some counties are adopting as written, and others are using the resolution template to affirm they recognize Second Amendment rights. Donna Kalata announced that Waushara County is making some in-house moves with their tourism efforts. She introduced Rosie Kowalewski who will be the point person on this project.

#### **MARKETING REPORT:**

- a. 2020 Sports Shows Update: Sam Boucher said that the Green Bay RV & Camping Show went well. There are a couple of worker slots still open for Tinley Park and Rockford in early February and anybody interested can sign up on the Google Drive. Cindy Burzinski said that Marinette County had a booth in Green Bay.

- b. 2020 Promotions Plan Update: The marketing team will be meeting following the conclusion of the sports shows. They will review the 2020 shows and do additional promotional planning for the rest of the year.

**STATE DEPARTMENT UPDATES:**

- a. Tourism: Jeff Anderson said the Department will be at three shows, including the Milwaukee Journal Sentinel Sports Show, in 2020. Mr. Anderson reminded the group that WIGCOT is March 15 - 17, 2020, in Madison. Nominations for the Governor's Awards are due by tomorrow. The different categories are listed on the Department's website. The winter campaign is well underway, and the co-op program is being redeveloped.
- b. WEDC: No representatives from WEDC were present today.

**CONSIDERATION OF ITEMS FOR FUTURE AGENDA:** No new agenda items were offered today.

**SET NEXT MEETING DATE:** The next meeting will be on March 26, 2020, in Langlade County at the Wood Technology Center.

**ADJOURNMENT:** Motion by Close, second by Hamilton, to adjourn at 11:28 a.m.  
Motion carried.