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

Thursday, July 30, 2020

Lincoln County Services Building
Merrill, WI 54452

MINUTES

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

ROLL CALL: Board Member: Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Krolczyk, Oneida County; Mike Klimoski, Langlade County; William Chaney, Forest County; Phil Idsvoog, Portage County; Debbe Kinsey, Lincoln County. **REMOTE PARTICIPATION: Board Members:** Brad Hamilton, Wood County; Marvin Anderson, Vilas County; Al Haga, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Keri Beck, Langlade County; Samantha Boucher, Oconto County; Lance Pliml, Wood County; Donna Kalata and Robert Sivick, Waushara County. **EXCUSED: Board & Tourism & Economic Development Advisory Committee Members:** Jim Winkler, Oneida County; Fran Modschielder, Florence County; Stephanie Holman, Oconto County; Bill Bialecki, Lincoln County; Cindy Burzinski, Vilas County; Arlyn Tober, Shawano County. **Tourism & Economic Development Advisory Committee Members:** Matt McLean, Wood County; Cheri Collins, Forest County; Sara Brish, Portage County; Caroline Ritter, Vilas County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS (Remote Participation):** Jeff Anderson, Wisconsin Department of Tourism; Jennifer Short and Autumn Rockhill, Marinette County Development & Tourism Department; Meredith Kleker, Wisconsin Rapids Area CVB; Kevin Boehm, Waushara County Parks Director; Bill Clendenning, Wood County Supervisor. Those participating remotely identified themselves to the group. Lincoln County ITBEC Board member Debbe Kinsey welcomed everyone to Lincoln County and the City of Merrill for today's meeting.

APPROVAL OF JUNE 11, 2020 JOINT MEETING MINUTES: Motion by Idsvoog, second by Chaney, to approve the June 11, 2020, meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: North Central ITBEC Board Chair Mike Klimoski thanked everyone for participating in today's meeting. He noted that COVID is making "change and adapt" the new normal.

PROJECT DIRECTOR'S REPORT: Bill Korrer reminded the group that the appointments to the North Central ITBEC are for just two years and expire in April of even-numbered years. The appointment forms were sent out ahead of the individual county organizational meetings, but WCA hasn't received all of them yet.

- a. Meeting Date Conflict- November 26, 2020: The usual last Thursday meeting date in November is Thanksgiving and will need to be rescheduled. Motion by Idsvoog, second by Chaney, to set Thursday, December 3, 2020, as the replacement date for Thanksgiving. Motion carried.
- b. WCA Opioid Litigation: Bill Korrer provided the most recent update on the WCA Opioid Litigation Lawsuit.
- c. Northwoods Rail Transit Commission: Canadian National announced that they're looking to divest about 456 miles of track over 13 different segments in this region. Discussion followed.
- d. WCA Annual Conference & Marketplace – September 20-22, 2020, at Kalahari Resort in Wisconsin Dells: The WCA Executive Committee voted to postpone the 2020 Wisconsin Counties Association Annual Conference and Marketplace. WCA is reaching out to the Marketplace vendors regarding the booth fees. The North Central ITBEC paid for an equal 1/4 share of the cost for the joint ITBEC booth. The dollar amount was \$62.50 for each of the ITBECs. They have the option of rolling the booth fee over to 2021 or requesting a refund. Motion by Hamilton, second by Chaney, to roll the booth over to 2021 and forego a refund. Motion carried.

FINANCIAL REPORT: Bill Korrer reported that since the last meeting, two checks were issued. One in the amount of \$62.50, for their share of the joint ITBEC booth. The second was issued to Oconto County Economic Development Corporation for reimbursement of charges for booth space at the 2021 WBAY Green Bay RV & Camping Show. That check was for \$1,430.00. At this time, there is an undesignated fund balance of \$18,293.43. Staff recommended closing out the segregated line item account "ITBEC Booth @ WCA Conference Marketplace" and returning the balance of \$137.50 to the North Central ITBEC Project Funds line. Motion by Chaney, second by Idsvoog to close out the account "ITBEC Booth @ WCA Conference Marketplace" and return the balance of \$137.50 to the North Central ITBEC Project Funds line item account. Motion carried.

Bill Korrer spoke with Jennifer Short in Marinette County's newly created Development & Tourism Department and Marinette County is considering membership in the North Central ITBEC and may join for the remainder of 2020, if reduced dues could be agreed on. Marinette County's dues are \$1,480.00 for the year. Jennifer Short and the county administrator have not had a chance to talk about a dollar amount to propose. Discussion followed. Motion by Idsvoog, second by Hamilton, to offer Marinette County membership in the North Central ITBEC for a reduced-dues amount of \$500 for the rest of 2020. Motion carried.

MARKETING REPORT:

- a. 2021 Sports Shows Update: Samantha Boucher reported that booth space and tables have been reserved for the Green Bay camping show. The marketing team will be meeting in the near future to discuss this topic.
- b. 2020 Promotions Plan Update: Samantha Boucher said that the COVID pandemic really hasn't changed the marketing focus dramatically. The outdoor recreation segment of travel and tourism has always been the common link among the ITBEC area member counties and continues to be promoted during these times of uncertainty.

STATE DEPARTMENT UPDATES:

- a. WEDC: No one present from WEDC at today's meeting.
- b. Tourism: Jeff Anderson told the group that July 4th is the highpoint of the summer, with the numbers trending slightly downward since then. Discussion followed.

COUNTY ISSUES ROUNDTABLE DISCUSSION: WCA Board Chair Lance Pliml said that WCA is looking for meeting locations for groups, because of the gathering size restrictions in some municipalities. Brad Hamilton shared that the Verso mill in Wisconsin Rapids is scheduled to close this week. Marv Anderson commented that the teleconferencing isn't necessarily a bad thing. Discussion followed.

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

SET NEXT MEETING DATE: The next meeting date was set as September 24, 2020. Oconto County will be hosting. The exact location will be sent out with the agenda closer to the meeting date.

ADJOURNMENT: Motion by Idsvoog, second by Chaney, to adjourn at 10:59 a.m. Motion carried.