



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, March 25, 2021

Shawano Country Chamber of Commerce & Visitor Center
Shawano, WI 54166

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: Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski, Langlade County; Cindy Burzinski, Vilas County; Samantha Boucher, Oconto County; William Chaney, Forest County; Phil Idsvoog, Portage County; Arlyn Tober and Theresa Serrano, Shawano County. **REMOTE PARTICIPATION: Board Members:** Jenny Short, Marinette County. **Tourism & Economic Development Advisory Committee Members:** Cheri Collins, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Keri Beck, Langlade County; Lance Pliml, Wood County; Lance Krolczyk and Jim Winkler, Oneida County. **EXCUSED: Board Members:** Al Haga, Portage County; Cary L Clancy Whiting, Marinette County; Marvin Anderson, Vilas County; Brad Hamilton, Wood County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County; Autumn Rockhill & Allyson Bickel, Marinette County; Carolyn Ritter, Vilas County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Debbe Kinsey & Bill Bialecki, Lincoln County; Stephanie Holman, Oconto County; Donna Kalata, Waushara County. **ABSENT: Board & Tourism & Economic Development Advisory Committee Member:** Fran Modschielder, Florence County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jeff Anderson, Wisconsin Department of Tourism; Patti Petersen, Shawano Country Chamber. **OTHERS - REMOTELY:** Wood County Supervisor Bill Clendenning; Jim Rosenberg, WEDC. Those participating remotely identified themselves to the group.

APPROVAL OF JANUARY 28, 2021 JOINT MEETING MINUTES: Motion by Idsvoog, second by Chaney, to approve the January 28, 2021, joint meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: North Central ITBEC Board Chair Klimoski said it has been a pretty good winter.

PROJECT DIRECTOR'S REPORT:

- a. WCA Opioid Litigation: Bill Korrer provided an update on the WCA Opioid Litigation. Discussion followed.
- b. Northwoods Rail Transit Commission: There hasn't been any publicly released information since Canadian National (CN) made it known that they are exploring divesting themselves of 850 miles of low-density trackage in Wisconsin, Michigan, and Ontario. Discussion followed.

FINANCIAL REPORT: Bill Korrer told the members that there is currently an undesignated fund balance of \$30,909.74. With the exception of Menominee County, all the 2021 dues payments have been received.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Arlyn Tober said that Shawano County resoundingly voted to be a Second Amendment county at their latest meeting. The vote was 24 - 3 in favor of the resolution.

MARKETING REPORT:

- a. Sports Shows Update: Samantha Boucher said that the marketing team is not looking at any sports shows for the remainder of the year. The booth space fee that was paid for the 2021 Green Bay RV & Camping Show will rollover to the 2022 show.
- b. 2021 Promotions Plan Status: Samantha Boucher and Cindy Burzinski said that the 2021 promotional schedule is set and that roughly \$4,000 of the \$8,170 promotions budget current balance is earmarked for those ads.
- c. Consideration of Adding \$7,500 to the 2021 Marketing Plan line item for Media Fams Co-op Participation: Samantha Boucher explained the Department of Tourism's Media Fams (Familiarization) Program. The investment is \$4,375 per partner, with \$4,375 in matching funds by Wisconsin Department of Tourism. Investment includes time for coordination and transportation but does not include on-the-ground expenses. The marketing team feels that this is a great tool to showcase the area. They are asking for \$7,500 to be set aside for this project, which would cover the required initial investment and estimated expenses for lodging, meals, etc. Motion by Idsvoog, second by Tober, to allocate \$7,500 to be designated for a Media Farms Tour co-op through the Department of Tourism. Funds to come from the North Central ITBEC Project Funds line account. Motion carried.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson said that the first session of the virtual 2021 WIGCOT was held last week and went well. Mr. Anderson reminded the group that nominations for the Governor's Tourism Awards are due April 2nd. Longwoods International said in their latest poll that 38% responded that they planned on traveling within six months. The Department is looking at 2021 as a rebound year for the industry.
- b. WEDC: Jim Rosenberg said that WEDC is waiting to see what the \$1.9 trillion rescue plan guidelines will be for spending those locally pledged dollars. WEDC is reminding everybody that of the June 30 deadline for submitting grant applications.

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

SET NEXT MEETING DATE: The next meeting will be on May 27, 2021, starting at 10:00 a.m. Vilas County will be the host. The exact location is to be determined.

ADJOURNMENT: Motion by Boucher, second by Idsvoog, to adjourn at 11:05 a.m.
Motion carried.