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

Thursday, January 28, 2021

Stevens Point Area Convention & Visitors Bureau
Stevens Point, Wisconsin

MINUTES

CALL TO ORDER: North Central ITBEC Board Chair Mike Klimoski called the joint meeting of the Board and Tourism & Economic Development Advisory Committee to order at 10:05 a.m.

ROLL CALL: Board Members: Al Haga, Portage County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Cindy Burzinski, Vilas County; William Chaney, Forest County; Phil Idsvoog, Portage County; Robert Sivick, Waushara County; Theresa Serrano, Shawano County. **REMOTE PARTICIPATION: Board Members:** Jenny Short, Marinette County; Marvin Anderson, Vilas County; Brad Hamilton, Wood County. **Tourism & Economic Development Advisory Committee Members:** Carolyn Ritter, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski and Keri Beck, Langlade County; Lance Pliml, Wood County; Samantha Boucher, Oconto County; Arlyn Tober, Shawano County; Lance Krolczyk and Jim Winkler, Oneida County. **EXCUSED: Board Members:** Cindy Gretzinger, Forest County; Clancy Whiting, Marinette County. **Tourism & Economic Development Advisory Committee Members:** Autumn Rockhill and Allyson Bickel, Marinette County; Cheri Collins, Forest County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Debbe Kinsey and 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.
Those participating remotely identified themselves to the group.

APPROVAL OF DECEMBER 3, 2020, JOINT MEETING MINUTES: Motion by Idsvoog, second by Winkler, to approve the December 2020 joint meetings minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Klimoski noted that there hasn't been much snow this winter for the outdoor enthusiasts. For the rest of us, it's pretty good though, Chair Klimoski commented.

PROJECT DIRECTOR'S REPORT: Bill Korrer informed the group that the Federal mileage reimbursement rate for 2021 will be .56 cents per mile traveled.

- a. WCA Opioid Litigation: Bill Korrer provided an update on the WCA Opioid Litigation. Discussion followed.
- b. Northwoods Rail Transit Commission: Bill Korrer provided an update on the Northwoods Rail Transit Commission. Discussion followed.
- c. WCA Virtual Legislative Exchange - March 2 & 3, 2021: Bill Korrer notified the Board & Committee that the Wisconsin Counties Association 2021 Legislative Exchange will be held virtually. Discussion followed.

FINANCIAL REPORT: Bill Korrer distributed the financial report to the members. Mr. Korrer explained that the report contains the final 2020 calendar year numbers and the 2021 receipts along with the checks issued since the last meeting in early December. Not surprisingly with COVID and remote participation options, the North Central ITBEC did not exceed the WCA's travel allocation. Ten of the counties 2021 dues have been received already. There is currently an undesignated fund balance of \$31,466.22.

- a. Consideration of Relabeling and Modification of 2020 Line Item Accounts to 2021 Accounts: Staff recommended relabeling the following 2020 accounts as 2021 accounts - Promotions Budget, Sports Show Mileage Reimbursement, Website Hosting & Maintenance, and Advertising Design Layout & Graphics; and to close out the 2020 Chair's Account (\$1,000) and the 2020 Travel Expense Overage line (\$1,500) and return those funds to the North Central ITBEC Project Funds Account. Motion by Hamilton, second by Idsvoog, to relabel the following 2020 accounts - Promotions Budget, Sports Show Mileage Reimbursement, Website Hosting & Maintenance, and Advertising Design Layout & Graphics as 2021 accounts; and to close out the 2020 Chair's Account (\$1,000) and the 2020 Travel Expense Overage line (\$1,500) and return those funds to the North Central ITBEC Project Funds Account. Motion carried. Motion by Hamilton, second by Chaney, to add \$5,000 to the Promotions Budget line, 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:
- b. Reallocate Funds to the Chair's Account:
- c. 2021 Travel Expense Overage:

Motion by Idsvoog, second by Hamilton, to approve the three action items - accepting \$5,000 from WCA for travel expenses; reallocate the Chair's Account to an amount total of \$1,000, funds to come from the North Central ITBEC Project Funds account; and to allocate \$1,000 to be designated as 2021 Travel Expense Overage, funds to come from the North Central ITBEC Project Funds account. Motion carried.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Arlyn Tober told the members that Shawano County is looking into a solar array installed at the county farm property. Jim Winkler shared that Oneida County just had a 70-acre solar farm southwest of Rhinelander get their use permit approval.

MARKETING REPORT:

- a. 2021 Sports Shows Update: Samantha Boucher informed everybody that the Green Bay RV & Camping Expo decided not to proceed after a poll of exhibitors showed little, if any, willingness to participate given the current COVID situation. The booth space fees are being rolled over to the 2022 show, which is set for January 27-30, 2022 at the Resch Center. Discussion followed.
- b. 2021 Promotions Plan Update: The marketing team has put together a tentative \$7,000 plan that focuses on outdoor recreation opportunities. Just some minor tweaks are possible as warmer weather comes.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson said that he strongly supports the marketing team's outdoor recreation direction, which ties into the Department's vision. There is currently a lodging package promo going on to help that segment of the industry. Mr. Anderson also announced that the 2021 Governor's Conference on Tourism (WIGCOT) is now a virtual event. The Big Bundle Up cold weather gear collection campaign is also underway. Mr. Anderson shared that two employees in the Department have retired and recruitment to fill their positions is underway.
- b. WEDC: No one was present from WEDC during today's meeting.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: No new agenda items were brought up today.

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SET NEXT MEETING DATE: The next meeting date was set for March 25, 2021.
Shawano County will be the host.

ADJOURNMENT: Motion by Idsvoog, second by Winkler, to adjourn at 10:46 a.m.
Motion carried.



PR GROUP MEDIA FAMS CO-OP

Create a custom media tour for your destination!

Traditional Travel Wisconsin familiarization (FAM) tours feature at least three destinations within the state and are executed in partnership with destinations. In addition to this traditional program, we are offering customizable group media FAM tours. Through this PR co-op program, individual CVBs and destinations can coordinate a custom FAM focused only on their destination or in partnership with multiple destinations.

Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

Cost

Program 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.

Asset Development

The theme of the trip must focus on one of Travel Wisconsin's four narratives - Wisconsin Rising, Slow Travel, Tasty Makers or Outdoor Adventure - and the writers must be contributing to the list of target media publications.

Travel Wisconsin will handle inviting the media (with attendance goal of 5 writers), coordinating travel, and working with the destination(s) on ideating the itinerary, creating final itinerary documents and briefing pages. Destination will handle coordinating the itinerary activities including, but not limited to, lodging and meals, any media gifts, on-the-ground transportation, and more. A representative from WDT will assist in staffing the tour.

Deadline

Reservations are accepted on a first come, first served basis.

Questions on PR co-op opportunities?

Contact Caitlin Martz at Wisconsin@TurnerPR.com.