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

Thursday, July 29, 2021

Waushara County Courthouse
Wautoma, WI 54982

MINUTES

CALL TO ORDER: North Central ITBEC Board Chair Mike Klimoski called the meeting to order at 10:02 a.m.

ROLL CALL: Board Member: Cindy Gretzinger, Forest County. **Tourism & Economic Development Advisory Committee Member:** Sara Brish, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Pliml, Wood County; William Chaney, Forest County; Phil Idsvoog, Portage County; Arlyn Tober, Shawano County; Donna Kalata, Waushara County. **REMOTE PARTICIPATION: Board Members:** Joseph Wildcat, Sr., Vilas County; Jenny Short & Clancy Whiting, Marinette County; Brad Hamilton, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski, Langlade County; Theresa Serrano, Shawano County. **EXCUSED: Board Members:** Al Haga, Portage County. **Tourism & Economic Development Advisory Committee Members:** Carolyn Ritter, Vilas County; Allyson Bickel, Marinette County; Cheri Collins, Forest County; Autumn Rockhill, Marinette County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Keri Beck, Langlade County; Cindy Burzinski, Vilas County; Samantha Boucher, Oconto County; Jim Winkler & Lance Krolczyk, Oneida County; Debbe Kinsey & Bill Bialecki, Lincoln County; Stephanie Holman, Oconto County. **ABSENT: Board & Tourism & Economic Development Advisory Committee Member:** Fran Modschielder, Florence County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Everett Eckstein, Waushara County Supervisor; Denise Baumann, Waushara Area Chamber of Commerce; Kevin Boehm, Waushara County Parks Department Director; Jeff Anderson, Wisconsin Department of Tourism; Jim Rosenberg, WEDC; Angie Close, Langlade County ECD; Bill Clendenning, Wood County Supervisor.

APPROVAL OF MAY 27, 2021 JOINT MEETING MINUTES: Motion by Hamilton, second by Idsvoog, to approve the May 27, 2021 joint meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: North Central ITBEC Board Chair Klimoski welcomed everyone to the meeting.

PROJECT DIRECTOR'S REPORT:

- a. WCA Opioid Litigation: Bill Korrer provided an update on the WCA Opioid Litigation. Discussion followed.
- b. American Rescue Plan Act: Bill Korrer provided an update on the American Recue Plan Act payments. Discussion followed.
- c. Northwoods Rail Transit Commission: Nothing new to report at this time.
- d. WCA Annual Conference and Marketplace – September 26 – 28, 2021: Bill Korrer notified the Board and Committee that registration is now open. For more information visit www.wicounties.org.

FINANCIAL REPORT: Bill Korrer walked the group through the financial report. There is still \$13,522.00 in the promotions budget but \$7,500 of that is earmarked for the FAM Tour project. There is currently an undesignated fund balance of \$23,334.54. Motion by Pliml, second by Chaney, to accept the July financial report. Motion carried.

MARKETING REPORT:

- a. 2021 Promotions Plan Status: Sara Brish updated the Board and Committee on the FAM Tour project. Sara and Jeff Anderson provided background on the FAM Tour and the Department of Tourism's part in organizing and partially funding the endeavor. Discussion followed.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Brad Hamilton shared that there is hope for the Verso Mill in Wisconsin Rapids. Atlas Holdings LLC also submitted an unsolicited proposal to purchase Verso Corporation. Angie Close said that the USDA announced an up to \$200 million initiative as part of its Pandemic Assistance for Producers. Bill Chaney said that Forest County has faced challenges with getting storm water permits for a county park and campground. Cindy Gretzinger said that Forest County is renovating the courthouse for \$5 million.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson shared that tourism is doing well in Wisconsin. Discussion followed.
- b. WEDC: Jim Rosenberg recapped the various COVID recovery acts and how they are accessible. Discussion followed.

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 September 30, 2021. Wood County is next in the hosting rotation.

ADJOURNMENT: Motion by Hamilton, second by Idsvoog, to adjourn at 11:25 a.m.
Motion carried.