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JOINT MEETING OF THE NORTH CENTRAL ITBEC BOARD AND THE NORTH CENTRAL ITBEC TOURISM ADVISORY COMMITTEE

March 23, 2023

Portage County Courthouse Annex
Stevens Point, Wisconsin

MINUTES

CALL TO ORDER: Vice Chair Phil Idsvoog called the meeting to order at 10:00 a.m. Board and committee members were informed of the resignation of committee chair Mike Klimoski.

ROLL CALL:

North Central ITBEC Board: PRESENT: Chris Schultz, Oneida County; Arlyn Tober, Shawano County; Lance Pliml, Wood County; William Cheney, Forest County; Jennifer Short, Marinette County; Bill Korrer, Oneida County; Phil Idsvoog, Portage County; Jim Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Stephanie Holman, Oconto County; Keri Beck, Langlade County and Samantha Boucher, Oconto County. **ABSENT:** Fran Modschiedler, Florence County; Cindy Gretzinger, Forest County; Glen Broderick, Marinette County; and Al Haga, Portage County.

North Central ITBEC Tourism Advisory Committee: PRESENT: William Chaney, Forest County; Sherry Hulett, Tomahawk Regional Chamber of Commerce; Jennifer Short, Marinette County; Autumn Rockhill, Marinette County; Chris Schultz, Oneida County; Phil Idsvoog, Portage County; Arlyn Tober, Shawano County; and Jim Przybylski, Shawano County. **EXCUSED:** Keri Beck, Langlade County; Stephanie Holman, Oconto County; Samantha Boucher, Oconto County; Sara Brish, Stevens Point Area CVB; and Chris Shafer, Forest County. **ABSENT:** Chad Hedmark, Florence County; Jason Neuens, Florence County; Mike Miller, Forest County; Clyde Nelson, Merrill Area Chamber of Commerce; and Collette Sorgel, Oneida County.

OTHERS PRESENT: Meredith Kleker, Wisconsin Rapids Area CVB, Michelle Eron, Shawano Country Tourism; and Jeff Anderson, Travel Wisconsin.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Cheney, to approve the minutes of the January 26, 2023 meeting. Motion carried.

NORTH CENTRAL ITBEC FINANCES: Sarah Diedrick-Kasdorf provided written copies of the financial report. As of 3/22/23, 2023 revenues collected totaled \$12,034.33; expenses paid in 2023 totaled \$2,347.80; and the account balance was \$47,109.13. Of that amount, \$17,303.20 was allocated leaving an unallocated balance of \$29,805.93. Members were also provided a copy of the budget showing the amount spent to date in each of the approved line items. Sarah also provided a 2023 membership update. The Lincoln County Board of Supervisors took action to join the ITBEC for 2023 and 2024. Vilas and Menominee counties have not paid 2023 dues.

NORTH CENTRAL ITBEC PROJECT UPDATES: The Green Bay Sports Show was well attended. Lots of materials were distributed to attendees. The remaining FAM tour will take place in Lincoln and Oneida counties. Travel Wisconsin has identified a travel writer – currently working on availability.

DISCUSSION REGARDING DEVELOPMENT OF KEY PERFORMANCE

INDICATORS: Board and committee members discussed how the ITBEC could work to market itself to member counties, as well as counties that are eligible for membership. As many county board members are unfamiliar with the work of the ITBEC it may be easy for counties to remove ITBEC dues from future budgets. Members discussed the creation of a simple PowerPoint (that board and committee members could present to county boards) or a flyer explaining the purpose of the ITBEC, the benefits of membership, successes, etc. The final Lightburn report regarding campaign performance will be available soon.

BYLAWS COMMITTEE UPDATE: Sarah Diedrick-Kasdorf provided an update on the work of the bylaws committee. The committee is still working through a number of details, including board and committee membership.

STATE DEPARTMENT UPDATES: Jeff Anderson with Travel Wisconsin reported on the following: large attendance at the Wisconsin Governor's Conference on Tourism – the 2024 conference will be held in Lake Geneva; Wisconsin saw a nine percent increase in visitor spending over 2019; National Travel and Tourism Week is May 7-13 – theme is Travel Forward; winter campaign ended February 28 but the snow report is still live – represents 10 percent of all Travel Wisconsin hits; JEM Grants; Julie Fox retiring – Jeff to cover a portion of Northwest Wisconsin; tourism impact of Uniquely Wisconsin; and the NFL draft impact on local communities.

NEXT MEETING DATE AND LOCATION: The next meeting is scheduled for May 25, 2023 in Shawano County. The ITBEC board will need to elect new officers at that meeting.

WCA UPDATE: Sarah Diedrick-Kasdorf discussed the following: Joint Committee on Finance public hearings; WCA's top legislative priorities; and upcoming training webinars.

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ADJOURN: Motion by Hamilton, second by Cheney, to adjourn. Motion carried. The meeting adjourned at 11:05 a.m.