

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

January 26, 2023

Oneida County Courthouse
Rhineland, Wisconsin

MINUTES

CALL TO ORDER: Chair Mike Klimoski called the meeting to order at 10:06 a.m.

ROLL CALL:

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

North Central ITBEC Tourism Advisory Committee: PRESENT: William Chaney, Forest County; Mike Miller, Forest County; Mike Klimoski, Langlade County; Keri Beck, Langlade County; Sherry Hulett, Lincoln County; Clyde Nelson, Lincoln County; Stephanie Holman, Oconto County; Sara Brish, Portage County; Jim Przybelski, Shawano County; and Chris Shafer, Forest County. **EXCUSED:** Samantha Boucher, Oconto County; Chris Schultz, Oneida County; and Phil Idsvoog, Portage County. **ABSENT:** Chad Hedmark, Florence County; Jason Neuens, Florence County; Jennifer Short, Marinette County; Autumn Rockhill, Marinette County; Collette Sorgel, Oneida County; Arlyn Tober, Shawano County; and Leah Trojan, Vilas County.

OTHERS PRESENT: Eric Printz, Florence County; Jeff Anderson, Travel Wisconsin; and Jim Rosenberg, WEDC.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Hamilton, second by Cheney, to approve the minutes of the December 1, 2022 meeting. Motion carried.

NORTH CENTRAL ITBEC FINANCES: Sarah Diedrick-Kasdorf reviewed the financial report for 2022 dated 12-31-22. The year ended with \$15,797.33 in revenue; expenses paid of \$18,083.63; and a cash balance of \$37,422.60. As of 1-23-23 dues were paid by five counties for 2023. With regard to anticipated membership in 2023, Vilas and Lincoln counties did not include ITBEC membership dues in their 2023 budgets. Discussion ensued with regard to the benefits of belonging to the ITBEC, how the CVBs can still be connected to the ITBEC, and how we can put together key performance indicators with regard to ITBEC activities.

CONSIDERATION OF THE 2023 NORTH CENTRAL ITBEC BUDGET AND PROMOTIONS/MARKETING PLAN: Sarah Diedrick-Kasdorf reviewed with board members the 2023 proposed budget. With two counties not including ITBEC dues in their budgets, anticipated revenue for 2023 is \$12,155 with a cash balance carryover from 2022 of \$36,521.60. The proposed budget spends \$15,500 on promotions, with a total budget of \$17,750. A proposal from Lightburn (website vendor) was also reviewed. The Lightburn proposal includes \$12,000 in projects. Discussion ensued regarding the appropriate levels of spending compared to incoming revenue. Motion by Hamilton, second by Cheney, to approve the budget as presented. In addition, approve the expenditure of \$1,000 from the Lightburn proposal to update Google analytics. Motion carried.

NORTH CENTRAL ITBEC PROJECT UPDATES: The Green Bay Sports show starts today; there is still one FAM tour available for 2023 (carryover from 2022); and website updates continue.

BYLAWS UPDATE – ITBEC NAME: The tourism directors met in December to discuss the ITBEC budget, as well as a potential new name for the ITBEC. The group is recommending North Central Tourism Partnership. The board agreed to use North Central Tourism Partnership as the working name during the bylaws update process.

STATE DEPARTMENT UPDATES: Jeff Anderson, representing Travel Wisconsin, reported on the following: tourism spending increased six percent year over year (November) – that is better than the national average; the winter campaign runs through February 28; issues with the events widget were corrected; the winter snow report is the most popular page on travelwisconsin.com; Wisconsin Governor's Conference on Tourism is scheduled from March 12-14, 2023; tourism nomination awards due January 31; relaunch of Travel Green; the Chicago Travel Show was well attended – better than prior years; and Travel Wisconsin staff participated in the Badger State Games Torch Run.

Jim Rosenberg, representing WEDC, discussed the following: Governor announced additional funding for the Main Street Bounce Back Program will be included in his budget proposal; top issues for the state include housing and child care; and the Vibrant Spaces grant program.

REVIEW DISTRIBUTION LISTS: Sarah Diedrick-Kasdorf asked board and committee members to review the ITBEC distribution lists. If others should be added or email addresses are incorrect, please let Sarah know.

MEETING DATES AND LOCATIONS FOR 2023: Included in the meeting packet was an updated meeting schedule for 2023. The next meeting is scheduled for March 23 in Portage County.

WCA UPDATE: Sarah Diedrick-Kasdorf reported on the following: updated state revenue estimates; Governor's State of the State address and the Republican response; first meeting of the WCA County Ambassador Program; WCA's February 15 child care symposium; *In the Board Room* webinar series starting in February; WCA Legislative Conference scheduled for February 28-March 1.

ADJOURN: Chair Klimoski adjourned the meeting at 11:30 a.m.