

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

September 28, 2023

Forest County Courthouse
Crandon, Wisconsin

MINUTES

CALL TO ORDER: Vice Chair Lance Pliml called the meeting to order at 10:01 a.m. Forest County Board Chair Cindy Gretzinger welcomed members to Forest County.

ROLL CALL:

North Central ITBEC Board:

PRESENT: Cindy Gretzinger, Forest County; Terry Poltrock, Langlade County; Stephanie Holman, Oconto County; Chris Schultz, Oneida County; Arlyn Tober, Shawano County; Lance Pliml, Wood County; William Chaney, Forest County; Keri Beck, Langlade County; Greg Hartwig, Lincoln County; Jennifer Short, Marinette County; Samantha Boucher, Oconto County; Bill Korner, Oneida County; Phil Idsvoog, Portage County; and Jim Przybylski, Shawano County. **EXCUSED:** Brad Hamilton, Wood County. **ABSENT:** Fran Modschiedler, Florence County; Glen Broderick, Marinette County; Al Haga, Portage County.

North Central ITBEC Tourism Advisory Committee:

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

OTHERS PRESENT: Renee Krueger, Lincoln County; Cheryl Skoug, Merrill Chamber of Commerce; Mary Belland, Forest County Chamber; and Jeff Anderson, Travel Wisconsin.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Chaney, second by Idsvoog, to approve the minutes of the July 27, 2023 meeting. Motion carried.

NORTH CENTRAL ITBEC FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report that was emailed to members and made available at the meeting. As of September 25, 2023, revenues totaled \$13,036.45; expenses paid in 2023 totaled \$15,981.54; the account balance is \$34,477.51; expenses approved but not paid total \$15,669.46; and total unallocated revenue was \$18,808.05.

NORTH CENTRAL ITBEC PROJECT UPDATES: Jeff Anderson discussed the FAM Tour that took place in Lincoln and Oneida counties with travel writer David Hammond. Samantha Boucher shared that the marketing committee met to discuss 2024 media buys and projects. Sara Brish discussed the website upgrades – updates recently launched. The board will review the website at its next meeting.

CONSIDERATION OF 2024 NORTH CENTRAL ITBEC BUDGET – PARTICIPATION IN 2024 CO-OP PROGRAM: Motion by Tober, second by Chaney, to authorize expenditures of up to \$3,050 on the Travel Wisconsin Co-op program. Motion carried.

NORTH CENTRAL ITBEC POWERPOINT PRESENTATION: Board and tourism committee members reviewed the North Central Wisconsin Tourism Partnership presentation. Based on the feedback, the presentation will be updated and placed on the ITBEC's Google drive for members to access and modify for individual presentations.

STATE DEPARTMENT UPDATES: Jim Rosenberg from WEDC was unable to attend the meeting. Jeff Anderson from Travel Wisconsin/Wisconsin Department of Tourism reported on the following: fall color report; fall campaign – two features from the ITBEC area – industry.travelwisconsin.com; Co-op program registration – make sure to have correct login; JEM grants – four applicants from the ITBEC region, next deadline is November 1; presentation to Marinette County on the state of the tourism industry; state tourism reorganization.

NEXT MEETING DATE AND LOCATION: The next meeting is scheduled for November 30, 2023 in Langlade County. Topics for the next agenda include the 2024 meeting schedule, bylaws, and the 2024 budget.

WCA UPDATE: Sarah Diedrick-Kasdorf discussed the following: fall legislative session and child care.

ADJOURN: Motion by Chaney, second by Tober, to adjourn. Motion carried. The meeting adjourned at 11:10 a.m.