



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

January 25, 2024

Stevens Point Area Convention & Visitors Bureau
Stevens Point, Wisconsin

MINUTES

CALL TO ORDER: Chair Phil Idsvoog called the meeting to order at 10:00 a.m.

ROLL CALL:

North Central ITBEC Board:

PRESENT: Terry Poltrock, Langlade County; Greg Hartwig, Lincoln 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; Bill Korrer, Oneida County; Phil Idsvoog, Portage County; Jim Przybylski, Shawano County; and Brad Hamilton, Wood County. **EXCUSED:** Al Haga, Portage County and Samantha Boucher, Oconto County. **ABSENT:** Fran Modschiedler, Florence County; Cindy Gretzinger, Forest County; Glen Broderick, Marinette County and Jennifer Short, Marinette County.

North Central ITBEC Tourism Advisory Committee:

PRESENT: William Chaney, Forest County; Mike Miller, Forest County; Keri Beck, Langlade County; Sherry Hulett, Tomahawk Regional Chamber; Stephanie Holman, 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:** Samantha Boucher, Oconto County and Clyde Nelson, Merrill Area Chamber. **ABSENT:** Chad Hedmark, Florence County; Jason Neuens, Florence County; Jennifer Short and Autumn Timblin, Marinette County; and Collette Sorgel, Oneida County.

OTHERS PRESENT: Jim Rosenberg, WEDC.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Pliml, second by Hamilton, to approve the minutes of the November 30, 2023 meeting. Motion carried.

NORTH CENTRAL ITBEC FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial statements dated 12/31/23 and 1/23/24. In 2023, revenue totaled \$13,036.97; expenses paid totaled \$20,971.78; total revenue less expenses was -\$7,934.81; and the 2023 account balance was \$29,487.79. No expenses or revenue to date for 2024. 2024 expenses approved but not paid totaled \$13,500. Total unallocated revenue is \$5,308.57.

NORTH CENTRAL ITBEC PROJECT UPDATES: The Green Bay RV & Camping Show runs January 25 – January 28, 2024.

DISCUSSION AND CONSIDERATION OF MODIFICATIONS TO THE BYLAWS OF THE NORTH CENTRAL ITBEC: Motion by Hamilton, second by Tober, to approve the modifications to the bylaws as presented. Motion carried.

STRATEGIC PLANNING – NORTH CENTRAL ITBEC MEMBERSHIP: Sarah Diedrick-Kasdorf will set up meetings with counties eligible to join the North Central ITBEC.

STATE DEPARTMENT UPDATES:

Tourism/Travel Wisconsin: Jeff Anderson was unable to attend the meeting. The Wisconsin Governor's Conference on Tourism is scheduled for March 10-12, 2024.

Wisconsin Economic Development Corporation: Jim Rosenberg discussed the Thrive program.

NEXT MEETING DATE AND LOCATION: The next meeting will be held on March 28, 2024 in Lincoln County.

WCA UPDATE: Sarah Diedrick-Kasdorf discussed the WCA board of director's adoption of a policy on ITBEC events.

ADJOURN: Motion by Hamilton, second by Chaney, to adjourn. Motion carried. The meeting adjourned at 10:42 a.m.