



22 EAST MIFFLIN STREET, SUITE 900
MADISON, WI 53703
TOLL FREE: 1.866.404.2700
PHONE: 608.663.7188
FAX: 608.663.7189
WWW.WICOUNTIES.ORG

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

Monday, November 30, 2015
10:00 a.m.

Vilas County Courthouse
Conference Rooms 2 & 3
330 Court Street
Eagle River, WI 54521

*** AMENDED AGENDA ***

ALL AGENDA ITEMS ARE ASSUMED TO BE ACTION ITEMS

1. Call to Order
2. Roll Call
3. Approval of September 24, 2015 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. Northwoods Rail Transit Commission
 - b. Wisconsin Ag Tourism Association
 - c. Governor's Northern Wisconsin Economic Development Summit
6. * WEDC Status Report - Chris Berry *

North Central ITBEC Board and Tourism & Economic Development Advisory
Committee Joint Meeting Amended Agenda

Page 2

November 30, 2015

7. Marketing Report

- a. 2015 Marketing Plan Status
- b. 2016 Sports Shows
- c. Website Promotion
- d. 2016 Promotions Budget
- e. 2016 Promotions Plan

8. Financial Report

9. Update - Good Neighbor Authority

10. Update - Nicolet National Forest Trail Branding

11. Department of Tourism Update

12. County Issues Roundtable Discussion

13. Items for Future Agenda

14. Next Meeting Date - Wood County is Next in the Rotation to Host. January 28,
2016 is the Tentative Date Based on the Last Thursday Formula.

15. Adjournment