

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

May 26, 2022

Incredible Bank
Tomahawk, WI

MINUTES

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

ROLL CALL/INTRODUCTIONS:

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

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

Others Present: Jeff Anderson, Travel Wisconsin and Jim Rosenberg, WEDC.

WCA Staff: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Idsvoog, second by Chaney, to approve the minutes of the March 31, 2022 meeting. Motion carried.

ELECTIONS: The floor was opened for nominations for North Central ITBEC chairperson, vice-chairperson and secretary. Mike Klimoski was nominated for chairperson, Phil Idsvoog was nominated for vice-chairperson and Lance Pliml was nominated for secretary. Motion by Korrer, second by Hamilton, to close nominations and cast a unanimous ballot for Klimoski as chairperson, Idsvoog as vice-chairperson and Pliml as secretary. Motion carried.

WCA STAFF REPORT: Sarah Diedrick-Kasdorf provided an update on ITBEC membership following the 2022 county board elections, as well as on ITBEC staffing changes.

DISCUSSION ON NORTH CENTRAL ITBEC BYLAWS REVISIONS: Sarah Diedrick-Kasdorf discussed that a bylaws review would be in order for the ITBEC as the bylaws were last amended in 2007. In addition, it appears some of the language is outdated and may no longer reflect the work of the ITBEC. Proposed bylaws changes will be presented at the next meeting for consideration by the board.

CONSIDERATION OF TRAVEL POLICY FOR TRADE SHOWS: Sara Brish discussed the need to develop a travel reimbursement policy to cover costs associated with staffing a trade show booth, including mileage, lodging, meals, parking and entry fees. A written proposal will be considered at the next meeting.

NORTH CENTRAL ITBEC FINANCES: Sarah Diedrick-Kasdorf provided members with a written financial report dated May 19, 2022. Members also discussed dues for 2023. Motion by Idsvoog, second by Schultz, to maintain dues at 2022 levels. Motion carried.

NORTH CENTRAL ITBEC PROJECT UPDATES: Members discussed the following topics: sports shows, Wisconsin Bike Federation's Ride Guide ad and banner ad on website, Lightburn contract to update website and assist with Google search, and the Department of Tourism FAM Tour scheduled for late summer/early fall in North Central Wisconsin.

STATE DEPARTMENT UPDATES: Jeff Anderson from the Wisconsin Department of Tourism reported on the following items: summer campaign, post events to Travel WI, Co-op Program for 2023, JEM grants, economic impact figures, potential partnership opportunities at the state fair.

Jim Rosenberg from the Wisconsin Economic Development Corporation reported on the following: Main Street Bounce Back program; J-1 visas and their relationship to the workforce shortage; and the top four issues facing business: workforce, broadband, transportation and housing.

SET NEXT MEETING DATE AND LOCATION: The next meeting is tentatively set for July 28, 2022 in Marinette County.

ADJOURNMENT: The meeting adjourned at 11:17 a.m.