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

Thursday, June 11, 2020

**TELECONFERENCE MEETING
MINUTES**

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

ROLL CALL: Board Members: Al Haga, Portage County; Brad Hamilton, Wood County; Marvin Anderson, Vilas County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County; Cheri Collins, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski & Angie Close, Langlade County; William Chaney, Forest County; Samantha Boucher, Oconto County; Phil Idsvoog, Portage County; Arlyn Tober, Shawano County; Lance Pliml, Wood County; Cindy Burzinski, Vilas County; Jim Winkler, Oneida County; Debbe Kinsey, Lincoln County.

EXCUSED: Board Members: Cindy Gritzinger, Forest County. **Tourism & Economic Development Advisory Committee Members:** Matt McLean, Wood County; Charlie Rayala, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Fran Modschielder, Florence County; Lance Krolczyk, Oneida County; Bill Bialecki, Lincoln County; Donna Kalata & Robert Sivick, Waushara County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jeff Anderson, Wisconsin Department of Tourism; Jim Rosenberg, WEDC; Keri Beck, Langlade County Economic Development.

Angie Close asked for a moment of silence in memory of former Oneida County Representative Kari Zambon, who passed away this spring.

APPROVAL OF JANUARY 20, 2020 JOINT MEETING MINUTES: Motion by Idsvoog, second by Hamilton, to approve the January 2020 joint Board & Tourism & Economic Development Advisory Committee meeting minutes as printed. Motion carried.

BI-ANNUAL ELECTION of OFFICERS:

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- a. Chair (Mike Klimoski incumbent):
- b. Vice-Chair (Phil Idsvoog incumbent):
- c. Secretary (Lance Pliml incumbent):

Motion by Hamilton, second by Tober, to cast an unanimous ballot and re-elect all the incumbent officers. Motion carried.

CHAIR'S REMARKS: Chair Klimoski asked how everyone is handling the COVID situation. He said it looks like things are very slowly starting to subside and everybody can't wait until the world gets back to a more normal phase.

PROJECT DIRECTORS REPORT: Bill Korrer provided a brief update on how the Wisconsin Counties Association is responding to COVID-19.

- a. WCA Opioid Litigation: COVID-19 has overwhelmed any new activity on the opioid subject. One guess is that with court systems across the country in shut-down mode, this case has been caught in limbo with all the others.
- b. Northwoods Rail Transit Commission: Bill Korrer said that COVID-19 has pushed Rail Transit Commission activity to the back burner. The Commission's executive committee did have a meeting with Canadian National (CN) and WIDOT to discuss the possibility of CN releasing some under-used sections of track to shortline operators.
- c. WCA District Meeting Webinar - June 18 @ 1:00 p.m.: The WCA's North Central District meeting will be held remotely via Zoom/teleconference on Thursday, June 18, 2020, starting at 1:00 p.m. and will last about 45 minutes. Mr. Korrer provided a brief overview of the purpose of the meeting.
- d. WCA Annual Conference & Marketplace - September 20 - 22, 2020, at Kalahari Resort in Wisconsin Dells: Bill Korrer reminded the group that the 2020 Wisconsin Counties Association Annual Conference and Marketplace will be in Wisconsin Dells at the Kalahari Resort from September 20 - 22, 2020. Mr. Korrer added that WCA has just sent out an explanation of lodging facilities cancellation and refund policies. He urged everyone to reference it as reservations are being made.

FINANCIAL REPORT: Bill Korrer told the members that since their last meeting, 23 checks were issued. 17 were for mileage reimbursements for working the sports shows that the North Central ITBEC attended earlier this year. Madden Media received three check for the SEM optimization co-op program through the Department of Tourism. Another check went to the Wisconsin Bike Federation for advertising in the 2020 Ride Guide. And the final two checks were for professional services related to the website www.NorthCentralwisconsin.com. The segregated accounts have a balance of \$14,650.65, with \$8,808.00 being for the promotional budget. There is a balance of \$1,447.65 remaining in the Sports Show Mileage Reimbursement line. Mr. Korrer suggested that the Board decide if they wanted to leave it or close out the account because there don't seem to be any outstanding requests for reimbursement remaining.

As of June 4th, there is an undesignated fund balance of \$18,327.32. Motion by Hamilton, second by Winkler, to leave the balance in the Sports Show Mileage line item account; and to approve the financial report as received. Motion carried.

SET 2021 NORTH CENTRAL ITBEC DUES AMOUNT: Bill Korrer gave a background explanation of how the current dues amounts were arrived at. Motion by Hamilton, second by Idsvoog, to keep the North Central ITBEC dues for same for 2021. Motion carried.

MARKETING REPORT: Angie Close told the Board and Committee members that the marketing team met on February 24, 2020, to review the recently completed sports show season.

- a. 2020/2021 Sports Shows Update: The Green Bay Camping and RV Show went well. The Tinley Park, Illinois, show was in a new location, but generated a lot of good conversations with the attendees. The Rockford show was new this year. The winter weather didn't cooperate, which slowed the foot traffic at the venue.
- b. Promotions Plan Update: There is adequate inventory of the sports show giveaways, so no outlay is expected there. The SEM co-op program has been put on hold because of the industry shutdown thanks to COVID.

COUNTY ISSUES ROUNDTABLE DISCUSSION: No county issues were discussed today.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson gave a high-level overview of recent activity.
- b. WEDC: Jim Rosenberg reminded everyone that the Small Business Grant portal will be opening up Monday. If anyone needs more information or has questions, please contact him.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: No new agenda items were suggested at today's meeting.

SET NEXT MEETING DATE: The next meeting will be held on Thursday, July 30, 2020, in Lincoln County starting at 10:00 a.m. The exact location needs to be determined.

ADJOURNMENT: Motion by Chaney, second by Hamilton, to adjourn at 11:14 a.m. Motion carried.