

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

September 29, 2022

Marinette County Courthouse
Marinette, WI

MINUTES

CALL TO ORDER: Chair Mike Klimoski called the meeting to order at 10:01 a.m.

ROLL CALL:

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

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

OTHERS PRESENT: Chris Shafer, Forest County Economic Development Partnership; Cheryl Skoug, Merrill Chamber of Commerce; and Jeff Anderson, Travel Wisconsin.

WCA STAFF: Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Idsvoog, second by Hamilton, to approve the minutes of the May 26, 2022 meeting. Motion carried.

WCA STAFF REPORT: Sarah Diedrick-Kasdorf asked the board to consider whether or not there was value to continuing purchasing a booth at the WCA Annual Conference.

CONSIDERATION OF MODIFICATIONS TO THE BYLAWS FOR THE NORTH CENTRAL INTERNATIONAL TRADE, BUSINESS AND ECONOMIC

DEVELOPMENT COUNCIL: Discussion occurred with regard to the need for a bylaws change. Sarah Diedrick-Kasdorf explained that current practice does not align with the bylaws and therefore the bylaws should be modified to reflect the current work and structure of the North Central ITBEC. Following discussion board members agreed to create a subcommittee to review the bylaws and make recommendations to the board. The following individuals volunteered to serve: Brad Hamilton, Mike Klimoski, and Sarah Brish. Chris Shafer volunteered to assist as well.

CONSIDERATION OF TRAVEL REIMBURSEMENT POLICY FOR TRADE SHOWS:

Motion by Idsvoog, second by Hamilton, to adopt the following travel reimbursement policy for trade shows: Meal reimbursement one hour prior to or after show shift or during trade show shift (In State: Breakfast - \$7, Lunch - \$11, Dinner - \$19; Out-of-State: Breakfast - \$10, Lunch - \$15, Dinner - \$27). Lodging reimbursable up to \$90 per night for those working two consecutive days; for those starting prior to 9:00 a.m. lodging covered night prior; for those working after 9:00 p.m. lodging covered night of. Additional lodging costs may be reimbursed if approved by the chair of the ITBEC board. Mileage is reimbursable for those traveling to a trade show – calculated at the federal mileage rate from county courthouse to trade show grounds. Parking is reimbursable the day of your shift. Entry fee is reimbursable for gate/entry/ticket fee for the person(s) working the show. Motion carried.

NORTH CENTRAL ITBEC FINANCES: Sarah Diedrick-Kasdorf reviewed the expense report dated 9/27/22. Revenue in 2022 totaled \$15,796.64; expenses paid to date in 2022 totaled \$11,113.97; the account balance is \$44,391.57.

NORTH CENTRAL ITBEC PROJECT UPDATES: Current ITBEC projects include: optimizing website traffic and content (Lightburn); three FAM tours; and the Green Bay Sports Show.

STATE DEPARTMENT UPDATES: Jeff Anderson from Travel Wisconsin reported on the following: fall campaign – in several Midwest markets; widget continues to be a popular tool; snow reporter recruitment; co-op opportunities – November 9 sign up date; Destinations Wisconsin fall tourism conference in Wisconsin Dells November 10-11.

SET NEXT MEETING DATE AND LOCATION: The next meeting will be held on Thursday, December 1, 2022 in Oconto County.

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ADJOURN: Motion by Cheney, second by Hamilton, to adjourn. Motion carried.