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

Thursday, March 25, 2021  
10:00 a.m.

Shawano Country Chamber of Commerce & Visitor Center  
1263 S. Main Street  
Shawano, WI 54166

**REMOTE PARTICIPATION**

Join Zoom Meeting:

<https://us02web.zoom.us/j/8865059995?pwd=NVhHNmRjMGdlc1F5dmNudGNtYVZ0QT09>

Meeting ID: 886 5059 9995  
Passcode: 456161

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of January 28, 2021 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
  - a. WCA Opioid Litigation
  - b. Northwoods Rail Transit Commission
6. Financial Report
7. County Issues Roundtable Discussion

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

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8. Marketing Report
  - a. Sports Shows Update
  - b. 2021 Promotions Plan Status
    - i. Consideration of Adding \$7,500 to the 2021 Marketing Plan Line Item for Media Fams Co-op Participation
9. State Department Updates
  - a. Tourism
  - b. WEDC
10. Consideration of Items for Future Agenda
11. Set Next Meeting Date - Tentatively Set as May 27, 2021. Vilas County is Next in the Hosting Rotation.
12. Adjournment