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

Thursday, January 28, 2021
10:00 a.m.

Stevens Point Area Convention & Visitors Bureau
1105 Main St., Suite A
Stevens Point, Wisconsin 54481

*Please park in the free/unlimited public parking lot at 1200 Main Street (former Shopko).
It's one half block from the Visitor Center.*

Teleconference Meeting INFO

Phone: 1-608-663-7145
Access Code: 0173679 #

AGENDA

1. Call to Order
2. Roll Call
3. Approval of December 3, 2020 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. WCA Opioid Litigation
 - b. Northwoods Rail Transit Commission
 - c. WCA Virtual Legislative Exchange – March 2 & 3, 2021
6. Financial Report
 - a. Consideration of Relabeling and Modification of 2020 Line Item Accounts to 2021 Accounts
7. Action Items (Board)
 - a. Accept \$5,000 From WCA for Travel Related Expenses
 - b. Reallocate Funds to the Chair's Account
 - c. 2021 Travel Expense Overage

North Central ITBEC Board & Tourism & Economic Development Advisory Committee
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8. County Issues Roundtable Discussion
9. State Department Updates
 - a. 2021 Sports Shows Update
 - b. 2021 Promotions Plan Update
10. State Department Updates
 - a. Tourism
 - b. WEDC
11. Consideration of Items for Future Agenda
12. Set Next Meeting Date - Tentatively set as March 25, 2021. Shawano County is Next in the Hosting Rotation.
13. Adjournment



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**NORTHCENTRAL ITBEC BOARD
AND
TOURISM & ECONOMIC DEVELOPMENT COMMITTEE
JOINT MEETING**

Thursday, December 3, 2020

Oneida County Courthouse
Rhinelander, WI 54501

MINUTES

CALL TO ORDER: North Central ITBEC Board Chair Mike Klimoski called the joint meeting of the Board and Tourism and Economic Development Advisory Committee to order at 10:02 a.m.

ROLL CALL: Board Members: Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Krolczyk & Jim Winkler, Oneida County; Arlyn Tober, Shawano County; William Chaney, Forest County; Phil Idsvoog, Portage County. **REMOTE PARTICIPATION: Board Members:** Jenny Short, Marinette County; Marvin Anderson, Vilas County. **Tourism & Economic Development Advisory Committee Member:** Carolyn Ritter, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski & Keri Beck, Langlade County; Cindy Burzinski, Vilas County; Lance Pliml, Wood County; Samantha Boucher, Oconto County; Robert Sivick, Waushara County. **EXCUSED: Board Members:** Brad Hamilton, Wood County; Al Haga, Portage County; Clancy Whiting, Marinette County. **Tourism & Economic Development Advisory Committee Members:** Autumn Rockhill & Allyson Bickel, Marinette County; Cheri Collins, Forest County; Sara Brish, Portage County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Theresa Serrano, Shawano County; Debbie Kinsey & Bill Bialecki, Lincoln County; Fran Modschilder, Florence County; Stephanie Holman, Oconto County; Donna Kalata, Waushara County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Brittany Beyer, Grow North Regional Economic Development. **REMOTE PARTICIPATION:** Jim Rosenberg, WEDC; Meredith Kleker, Wisconsin Rapids Area Convention & Visitors Bureau; Jeff Anderson, Wisconsin Department of Tourism.
Those participating remotely identified themselves to the group.

Oneida County Supervisor Jim Winkler welcomed everybody - both those in-person and the remote participants - to Oneida County and the City of Rhineland for today's meeting.

APPROVAL OF SEPTEMBER 24, 2020, JOINT MEETING MINUTES: Motion by Winkler, second by Ritter, to approve the September 2020 joint meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: Chair Klimoski said that the weather could stay just the way it is for a couple of months.

PROJECT DIRECTOR'S REPORT:

- a. WCA Opioid Litigation: Bill Korrer provided an update to the Board and Committee regarding the WCA Opioid Litigation Lawsuit. Discussion followed.
- b. Northwoods Rail Transit Commission: Bill Korrer stated there was nothing new to report at this time.

PRESENTATION BY GROW NORTH – REGIONAL ECONOMIC DEVELOPMENT CORPORATION: Brittany Beyer, the executive director of Grow North, shared the background, history, and makeup of the regional economic development organization. Discussion followed.

FINANCIAL REPORT: Bill Korrer informed the members that there have been 10 checks issued since September. Seven of the checks were connected to the search engine marketing (SEM) contract through the Department of Tourism co-op program and administered by Madden Media. Three of the checks were for updating the website and logos to include Marinette County. There is currently an undesignated fund balance of \$18,863.03. Motion by Chaney, second by Tober, to accept the financial report. Motion carried.

MARKETING REPORT:

- a. 2021 Sports Shows Update: Cindy Burzinski provided an update on the 2021 Sports Shows. Discussion followed.
- b. 2020 Promotions Plan Update: Cindy Burzinski provided an update on the 2020 Promotions Plan. Discussion followed.

STATE DEPARTMENT UPDATES:

- a. WEDC: Jim Rosenberg provided an update on what the WEDC is doing. Discussion followed.
- b. Tourism: Jeff Anderson provided an update on the changes in Tourism. Discussion followed.

COUNTY ISSUES ROUNDTABLE DISCUSSION: There was no roundtable discussion at today's meeting.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: Annual housekeeping items.

SET NEXT MEETING DATE: The next meeting will be on January 28, 2021. Sara Brish has agreed to host the meeting at their new location in Portage County.

ADJOURNMENT: Motion by Idsvoog, second by Beck, to adjourn the meeting at 11:41 a.m. Motion carried.

**NORTH CENTRAL ITBEC
ACCEPT \$5,000 FROM WCA FOR TRAVEL RELATED EXPENSES**

ISSUE: The Wisconsin Counties Association annually contributes \$5,000 to the North Central ITBEC for travel expenses. These funds are used to reimburse members for direct expenses such as mileage at the federal reimbursement rate, and meals incurred while attending North Central ITBEC meetings. The North Central ITBEC Board has the authority to expand the reimbursement to include lodging and registration as necessary. North Central ITBEC travel related expenses are drawn from this account before using North Central ITBEC Project Funds.

RECOMMENDATION: It is recommended that the North Central ITBEC Board accept \$5,000 from the WCA for travel expenses.

**NORTH CENTRAL ITBEC
REALLOCATE FUNDS TO THE CHAIR'S ACCOUNT**

ISSUE: The North Central ITBEC maintains a “Chair’s Account” line item. This account is separate from the Project Funds line item. The Chair’s Account is used primarily for small expenditures that occur between regular North Central ITBEC Board meetings. WCA staff can process invoices from this account for timely payment on the authorization of the Chair.

Historically, The North Central ITBEC starts the calendar year with \$1,000 in the Chair’s Account. The Chair’s Account is basically a continuing line item account. To insure an adequate balance, funds are transferred annually to reach the target figure of \$1,000.

RECOMMENDATION: It is recommended that the North Central ITBEC reallocate funds to total \$1,000 to the Chair’s Account line item. Funds to come from the North Central ITBEC Project Funds Account.

**NORTH CENTRAL ITBEC
2021 TRAVEL EXPENSE OVERAGE**

ISSUE: The Wisconsin Counties Association has annually provided funds in the amount of \$5,000 to defray travel expenses for North Central ITBEC members. The North Central ITBEC continues to be a very active ITBEC with excellent member participation and member attendance at meetings and conferences. The North Central ITBEC is also one of the larger ITBECs geographically resulting in some substantial travel distances and the corresponding mileage reimbursement requests.

Because of the amounts of travel and conferences in prior years, it is anticipated that the North Central ITBEC will again totally exhaust the WCA travel allocation. WCA will reimburse members for all travel expenses incurred and possibly create a shortfall in the travel expense funds. Generally accepted bookkeeping practices require transferring funds to cover any shortages.

For 2021, the Federal mileage reimbursement rate will be \$0.56 per mile.

RECOMMENDATION: It is recommended that \$1,000 be allocated for designation for any necessary reimbursement of travel expenses over the WCA travel allocation. Funds to come from the North Central ITBEC Project Funds Account.