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

Thursday, January 27, 2022
10:00 a.m.

County Board Room
Forest County Courthouse
200 E Madison St.
Crandon, WI 54520

REMOTE PARTICIPATION
1-978-990-5449
Pass Code: 2372456 #

AGENDA

1. Call to Order
2. Roll Call
3. Approval of December 2, 2021 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. WCA Opioid Litigation
 - b. Northwoods Rail Transit Commission
 - c. WCA Legislative Exchange – February 8-9, 2022
6. Financial Report
 - a. Consideration of Relabeling and Modification of 2021 Line Item Accounts to 2022 Accounts

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7. Action Items (Board)
 - a. Accept \$5,000 From WCA for Travel Related Expenses
 - b. Reallocate Funds to the Chair's Account
 - c. 2022 Travel Expense Overage
 - d. ITBEC Booth at WCA Conference Exhibit Hall
8. Follow-Up Regarding Marathon County Contact
9. County Issues Roundtable Discussion
 - a. Consideration of County Tax Rate Restraints and Limits
10. Marketing Report
 - a. 2022 Sports Shows Update
 - b. 2022 Marketing Plan Update
11. State Department Updates
 - a. Tourism
 - b. WEDC
12. Consideration of Items for Future Agenda
13. Set Next Meeting Date - Tentatively Set as March 31, 2022. Langlade County is Next in the Hosting Rotation.
14. Adjournment



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

Thursday, December 2, 2021

Florence County Courthouse
Florence, WI 54121

MINUTES

CALL TO ORDER: North Central ITBEC Vice-Chair Phil Idsvoog called the meeting to order at 10:00 a.m.

ROLL CALL: Board Members: Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Wendy Gehlhoff, Florence County; William Chaney, Forest County; Arlyn Tober, Shawano County; Phil Idsvoog, Portage County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County. **REMOTE PARTICIPATION: Board Members:** Brad Hamilton, Wood County; Clancy Whiting & Jenny Short, Marinette County. **Board & Tourism & Economic Development Advisory Committee Members:** Keri Beck, Langlade County; Cindy Burzinski, Vilas County; Lance Krolczyk, Oneida County. **Tourism & Economic Development Advisory Committee Members:** Carolyn Ritter, Vilas County; Autumn Rockhill, Marinette County. **EXCUSED: Board Members:** Joseph Wildcat, Vilas County; Al Haga, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski, Langlade County; Lance Pliml, Wood County; Samantha Boucher, Oconto County; Jim Winkler, Oneida County; Theresa Serrano, Shawano County; Donna Kalata, Waushara County; Debbe Kinsey & Bill Bialecki, Lincoln County; Stephanie Holman, Oconto County. **Tourism & Economic Development Advisory Committee Members:** Allyson Bickel, Marinette County, Cheri Collins, Forest County; Matt McLean, Wood County. **STAFF:** Bill Korrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jeff Anderson, Wisconsin Department of Tourism; Jim Rosenberg, WEDC.

APPROVAL OF SEPTEMBER 30, 2021 JOINT BOARD MEETING MINUTES: Motion by Chaney, second by Hamilton, to approve the September 30, 2021 meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: Vice-Chair Idsvoog observed that it was a long ride up here for him and he isn't the farthest from Florence County. But considering it is early December in northern Wisconsin, the drive wasn't bad.

PROJECT DIRECTOR'S REPORT:

- a. WCA Opioid Litigation: Bill updated the Board and Committee on the WCA Opioid Lawsuit Litigation saying that the distributors portion of the opioid lawsuit has proposed a \$26 billion settlement, while maintaining there was no wrongdoing on their part. Discussion followed.
- b. American Rescue Plan Act: Bill Korrer said that while many of the counties have had discussions on how to invest the ARPA dollars, he reminded the Board members that the hospitality industry is the unfortunate poster child of businesses being decimated by COVID. Discussion followed.
- c. Northwoods Rail Transit Commission: Bill Korrer said that there isn't anything new on the proposed sale by Canadian National railroad of approximately 650 miles of under-used track in Wisconsin and the UP to shortline operator Watco. Discussion followed.

FINANCIAL REPORT: Bill Korrer reported that three checks were issued since the last meeting. The total of those three checks was \$1,074.00. There is currently an undesignated fund balance of \$23,255.36.

MARKETING REPORT:

- a. 2021 Promotions Plan Status: The 2021 marketing has been completed.
- b. 2022 Promotions Plan and Funding Request: Sara Brish reviewed the 2022 marketing plan with the group. Discussion followed.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Vice-Chair Idsvoog asked when Marathon County was last approached about joining the North Central ITBEC and noted the change in leadership within the Wausau CVB. Bill Korrer said that he and Dave Dumke had met with the CVB and MCDEVCO at least 10 years ago. The North Central ITBEC's modified equalized value dues formula has Marathon County's annual contribution at \$3,729.00. Vice-Chair Idsvoog said that he will reach out to Marathon County Board Chair Kurt Gibbs.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson shared that the Travel Wisconsin Winter Campaign is underway. Recent research revealed that 91% of those polled said they are planning travel in the next six months. Internally, the Travel Wisconsin camping page has shown a 417% increase in interest. The new Travel Wisconsin website rollout is underway. There is also a new snow reporting page.

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December 2, 2021

- b. WEDC: Jim Rosenberg reminded members of the Main Street Bounce Back award program for new businesses opening in existing vacant storefronts. This is a \$10,000 award that is being administrated locally by the regional planning commissions. Mr. Rosenberg said that WEDC is also keeping tabs on the rising issue of small-town grocery stores disappearing.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: Marathon County Participation Follow-Up; Annual Board Actions.

NEXT MEETING DATE: The next meeting will be in Forest County on Thursday, January 27, 2022 starting at 10:00 a.m. The location will be the Forest County Courthouse in Crandon. The meeting will be in the Board Room.

ADJOURNMENT: Motion by Chaney, second by Hamilton, to adjourn the meeting at 11:30 a.m. Motion carried.

NORTH CENTRAL ITBEC
Financial Recommendations
January 27, 2022

- Close out 2021 “Promotions Budget” in the amount of \$11,711.00 and return funds to Unallocated Revenue account.
- Close out 2021 “Sports Show Mileage Reimbursement” in the amount of \$1,447.65 and return funds to Unallocated Revenue account.
- Close out 2021 “Website Hosting & Maintenance” in the amount of \$620.00 and return funds to Unallocated Revenue account.
- Close out 2021 “Advertising Graphics Design & Layout Funds” in the amount of \$715.00 and return funds to Unallocated Revenue account.
- Close out “Chair’s Account 2021” in the amount of \$1,000.00 and return funds to Unallocated Revenue Account.
- Close out “2021 Travel Expense Overage” in the amount of \$1,000.00 and return funds to Unallocated Revenue account.

Total amount \$16,493.65

- Create “Promotions Budget” and fund it with \$15,000.00, funds to come from Unallocated Revenue account.
- Create “Sports Show Mileage Reimbursement” and fund it with \$2,000.00, funds to come from Unallocated Revenue account.
- Create “Website Hosting & Maintenance” and fund it with \$1,000.00, funds to come from Unallocated Revenue account.
- Create “Advertising Graphic Design & Layout” and fund it with \$865.00, funds to come from Unallocated Revenue account.

Total amount \$18,865.00

Net gain (loss) to Unallocated Revenue: (\$2,371.35)

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

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 and meals incurred while attending NC 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 NC 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
2022 TRAVEL EXPENSE OVERAGE**

ISSUE: The Wisconsin Counties Association has annually provided funds in the amount of \$5,000.00 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 2022, the Federal mileage reimbursement rate will be 58.5¢ per mile, up from the 56¢ last year.

RECOMMENDATION: It is recommended that \$1,000.00 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.

**NORTH CENTRAL ITBEC
ITBEC BOOTH AT WCA CONFERENCE EXHIBIT HALL**

ISSUE: The WCA Annual Convention is attended by hundreds of county supervisors each year. As part of the WCA Conference, there is an exhibition of various services and products available to assist Counties in their numerous tasks. The four ITBECs have been offered booth space to further promote the regional partnership philosophy of the International Trade, Business, and Economic Development Councils and to showcase past projects. The cost of the booth space and a door prize would be divided among the ITBEC Councils. It is estimated that the cost will not exceed \$200 per ITBEC.

RECOMMENDATION: It is recommended that up to \$200 be allocated to be designated to pay for an equal share of ITBEC booth expenses at the 2022 WCA Conference Exhibit Hall. Funds to come from the North Central ITBEC Project Funds Account.