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

Friday, March 31, 2022
10:00 a.m.

North Central Technical College
Room T-131
312 Forrest Avenue
Antigo, WI 54409

Enter through the main NTC doors, not by Langlade County EDC on the west end of the building. Park in front of NTC, the room is on the left when entering.

REMOTE PARTICIPATION

Join Zoom Meeting:

<https://us02web.zoom.us/j/87966749711?pwd=QXNJUkJSR3lWl01ZSVJZVVyZGJwQT09>

Meeting ID: 879 6674 9711

Passcode: 138103

Phone in:

1-312-626-6799

AGENDA

1. Call to Order
2. Roll Call
3. Approval of January 27, 2022 Joint Meeting Minutes
4. Chair's Remarks
5. Project Director's Report
 - a. WCA Opioid Litigation
 - b. Northwoods Rail Transit Commission

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6. Financial Report
 - a. Proposed 2022 Marketing Funds Consideration
7. Follow-Up Regarding Marathon County Contact
8. County Issues Roundtable Discussion
9. Marketing Report
 - a. 2022 Sports Shows Update
 - b. 2022 Marketing 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 May 26, 2022. Lincoln County is Next in the Hosting Rotation
13. Adjournment



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

Thursday, January 27, 2022

Forest County Courthouse
Crandon, WI 54520

MINUTES

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

ROLL CALL: Board Members: Cindy Gretzinger, Forest County. **Tourism & Economic Development Advisory Committee Members:** Sara Brish, Portage County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Pliml, Wood County; Mike Klimoski, Langlade County; William Chaney, Forest County. **REMOTE PARTICIPATION: Board Members:** Brad Hamilton, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Keri Beck, Langlade County; Cindy Burzinski, Vilas County; Wendy Gehlhoff, Florence County. **Tourism & Economic Development Advisory Committee Members:** Carolyn Ritter, Vilas County. **EXCUSED: Board Members:** Joseph Wildcat, Vilas County; Al Haga, Portage County; Clancy Whiting & Jenny Short, Marinette County. **Board & Tourism & Economic Development Advisory Committee Members:** Arlyn Tober & Theresa Serrano, Shawano County; Phil Idsvoog, Portage County; Samantha Boucher, Oconto County; Jim Winkler & Lance Krolczyk, Oneida County; Donna Kalata, Waushara County; Debbe Kinsey & Bill Bialecki, Lincoln County; Stephanie Holman, Oconto County. **Tourism & Economic Development Advisory Committee Members:** Autumn Rockhill & 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.

APPROVAL OF DECEMBER 2, 2021, JOINT MEETING MINUTES: Motion by Chaney, second by Pliml, to approve the joint Board & Tourism & Economic Development Advisory Committee meeting minutes from December 2, 2021 as printed. Motion carried.

CHAIR'S REMARKS: North Central ITBEC Board Chair Mike Klimoski thanked Forest County for hosting today's meeting.

PROJECT DIRECTOR'S REPORT: Bill Korrer informed the Board members that the IRS federal mileage rate for 2022 will be \$0.585 per mile traveled for business purposes.

- a. WCA Opioid Litigation: Bill Korrer updated the Board & Committee on the WCA Opioid Lawsuit Litigation. Discussion followed.
- b. Northwoods Rail Transit Commission: Bill Korrer deferred to Northwoods Rail Transit Commission Chair Wendy Gehlhoff for the latest news. Ms. Gehlhoff said that the Surface Transportation Board approved the transaction between Canadian National and WATCO on December 20, 2021. The actual transfer is scheduled to happen on January 29, 2022. Ms. Gehlhoff will forward a couple of PowerPoint presentations to Bill Korrer to share with everybody. Ms. Gehlhoff said that WATCO is talking about pursuing some grant funding, but technically those funds must go to an entity like the Northwoods Rail Transit Commission, so their work isn't done yet.
- c. WCA Legislative Exchange - February 8 & 9, 2022: The 2022 Wisconsin Counties Association Legislative Exchange will be held on February 8 & 9, 2022, at the Madison Concourse Hotel & Governor's Club in downtown Madison. Additional information and registration is available online at <https://www.wicounties.org/exchange/>

FINANCIAL REPORT: Bill Korrer explained that the financial report has the complete 2021 calendar year and the year to date for 2022. Once again, because of COVID and remote participation options, the North Central ITBEC did not exceed the WCA's travel allocation. 2022 dues have been received from nine counties. The current undesignated fund balance is \$35,442.25.

- a. Consideration Of Relabeling And Modification Of 2021 Line Item Accounts To 2022 Accounts: Staff recommended relabeling the following 2021 accounts as 2022 accounts - 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 "2021 Travel Expense Overage" in the amount of \$1,000.00 and return funds to *Unallocated Revenue* account. These total closeouts total \$16,493.65. And then create a "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; and create "Advertising Graphic Design & Layout" and fund it with \$865.00, funds to come from *Unallocated Revenue* account. These newly created accounts would need \$18,865.00 to be funded. If adopted, it would result in a net reduction to the *Unallocated Revenue* account of \$2,371.35.

Motion by Pliml, second by Hamilton, to adopt staff's recommendations to 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 "2021 Travel Expense Overage" in the amount of \$1,000.00 and return funds to *Unallocated Revenue* account. These total closeouts total \$16,493.65. And then create a "Promotions Budget" line and fund it with \$15,000.00, funds to come from *Unallocated Revenue* account; create a "Sports Show Mileage Reimbursement" line and fund it with \$2,000.00, funds to come from *Unallocated Revenue* account; create a "Website Hosting & Maintenance" line and fund it with \$1,000.00, funds to come from *Unallocated Revenue* account; and create a "Advertising Graphic Design & Layout" line and fund it with \$865.00, funds to come from *Unallocated Revenue* account. Newly created accounts will total \$18,865.00. Motion carried.

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:

Motion by Hamilton, second by Burzinski, to approve the four action items - accepting \$5,000 from WCA for travel expenses; reallocate the Chair's Account to an amount total of \$1,000, funds to come from the North Central ITBEC Project Funds account; to allocate \$1,000 to be designated as 2022 Travel Expense Overage, funds to come from the North Central ITBEC Project Funds account; to allocate \$200 to be designated for an equal share of the cost of a joint ITBEC booth during the 2022 WCA Annual Conference and Exhibit Hall, funds to come from the North Central ITBEC Project Funds account. Motion carried.

FOLLOW-UP REGARDING MARATHON COUNTY CONTACT: Bill Korrer explained to the members that this is a follow-up to the last meeting when Phil Idsvoog offered to contact Marathon County Board Chair Kurt Gibbs and discuss the benefits of Marathon County joining the North Central ITBEC. Unfortunately, Mr. Idsvoog couldn't attend today's meeting. Lance Pliml said that he has regular contact with Chair Gibbs and will talk with him.

COUNTY ISSUES ROUNDTABLE DISCUSSION:

- a. Consideration of County Tax Rate Restraints and Limits: Forest County Supervisor William Chaney shared a summary of the challenges that Forest County is facing with funding county operations because of several factors, the biggest issue being the inability to levy for sufficient dollars because of state mandates restraints. Chaney said if this pattern stays, the state will need to tell which mandated services can be dropped because there won't be any way to pay for everything under the current laws. WCA Board Chair Pliml said that the levy limits continue to be a top priority for the Association. Chair Pliml also pointed out that having individual citizens contact their elected representatives with their concerns carries a lot of weight with them. WCA's government affairs team does a super job talking with legislators, but the state legislators' ears really perk up when somebody that can vote for them contacts them about issues near and dear to the citizens.

MARKETING REPORT:

- a. 2022 Sports Shows Update: The Green Bay Camping Show is this weekend. Members are setting up today. Unfortunately, there were a couple of booth shifts with only one person working, so it may be a little hectic. At this point, no other sports shows are being planned.
- b. 2022 Marketing Plan Update: Sara Brish said that the marketing team hasn't had a chance to meet yet, so there isn't any new to share. Lance Pliml said that with the 2022 dues coming in, it might be a good time for the marketing team to look at some other marketing opportunities. Chair Pliml said while it's nice to have some reserve funds, he felt the Board would likely look favorably on releasing some more promotional dollars to the marketing team.

STATE DEPARTMENT UPDATES:

- a. Tourism: Jeff Anderson informed the group that the Department's Winter Campaign is underway. They're also running a dedicated digital campaign to drive traffic to the Wisconsin Snow Report. The Governor's Conference on Tourism is scheduled as an in-person event in Madison on March 13 - 15, 2022. Annual tourism industry award nominations are now open. And the Wisconsin River Pro Rodeo held in Lincoln County - Merrill to be exact - was awarded a JEM Grant.
- b. WEDC: No one from WEDC participated in today's meeting.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: Potential County Membership Updates.

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SET NEXT MEETING DATE: The next meeting will be on March 31, 2022. Langlade County is the host. Start time is 10:00 a.m.

ADJOURNMENT: Motion by Gretzinger, second by Hamilton, to adjourn at 11:20 a.m. Motion carried.