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

Thursday, September 24, 2020

Oconto County Courthouse
Oconto, WI

MINUTES

CALL TO ORDER: In the absence of Chair Mike Klimoski and Vice-Chair Phil Idsvoog, North Central ITBEC Secretary Lance Pliml called the meeting to order at 10:04 a.m.

ROLL CALL: Board Members: Cindy Gretzinger, Forest County. **Board & Tourism & Economic Development Advisory Committee Members:** Theresa Serrano and Arlyn Tober, Shawano County; William Chaney, Forest County; Samantha Boucher, Oconto County. **REMOTE PARTICIPATION: Board Members:** Brad Hamilton, Wood County; Marvin Anderson, Vilas County; **Tourism & Economic Development Advisory Committee Members:** Cheri Collins, Forest County; Sara Brish, Portage County; Caroline Ritter, Vilas County. **Board & Tourism & Economic Development Advisory Committee Members:** Lance Krolczyk and Jim Winkler, Oneida County; Keri Beck, Langlade County; Lance Pliml, Wood County; Robert Sivick, Waushara County. **EXCUSED: Board Members:** Al Haga, Portage County; Cary Clancy Whiting and Jennifer Short, Marinette County. **Tourism & Economic Development Advisory Committee Members:** Autumn Rockhill and Allyson Bickel, Marinette County; Matt McLean, Wood County. **Board & Tourism & Economic Development Advisory Committee Members:** Mike Klimoski, Langlade County; Phil Idsvoog, Portage County; Debbe Kinsey and Bill Bialecki, Lincoln County; Fran Modschielder, Florence County; Stephanie Holman, Oconto County; Cindy Burzinski, Vilas County; Donna Kalata, Waushara County. **STAFF:** Bill Korrrer, Wisconsin Counties Association (WCA) Field Services Representative. **OTHERS:** Jeff Anderson, Wisconsin Department of Tourism. **REMOTE PARTICIPATION:** Bill Clendenning, Wood County Supervisor. Those participating remotely identified themselves to the group.

APPROVAL OF JULY 30, 2020 JOINT MEETING MINUTES: Motion by Hamilton, second by Chaney, to approve the July 2020 meeting minutes as printed. Motion carried.

CHAIR'S REMARKS: NC ITBEC Secretary Pliml gave a recap of the WCA Board meeting and how COVID is impacting county government and WCA's mission.

- a. Project Director's Report: Bill Korrer informed the group that WCA has received Marinette County's 2020 prorated dues of \$500 earlier this month. They have made their appointments to the Board and Tourism & Economic Development Advisory Committee.
- b. WCA Opioid Litigation: Bill Korrer provided an update on the WCA Opioid Lawsuit to the Board & Committee.
- c. Northwoods Rail Transit Commission: Bill Korrer reported that there is no new information on Canadian National's announcement that they were looking to sell under used trackage within the state.
- d. WCA Annual Conference Virtual Workshops - 9:00 – 10:00 a.m. Mondays, September 28 - November 9, 2020: The 2020 Wisconsin Counties Association's Annual Conference & Marketplace was postponed due to the COVID pandemic. More information on the virtual workshops can be found on the WCA website - www.wicounties.org. Chair Pliml added that this is a great opportunity to take in the conference seminars in the comfort of your home.

FINANCIAL REPORT: Bill Korrer informed the members that there was additional revenue from Marinette County's dues in the amount of \$500. No checks were written since the last meeting. There were additional bank charges over the last two months of \$34.44, leaving an undesignated fund balance of \$18,897.02 as of September 22, 2020. The financial report was accepted via unanimous consent.

MARKETING REPORT:

- a. 2021 Sports Shows Update: Samantha Boucher informed the Board and Committee that currently the only sports show booked for the 2021 season is the Green Bay Camping Show. Discussion followed.
- b. 2020 Promotions Plan Update: The SEM co-op program through the Department of Tourism started back up in July. The SEM runs through December. Social media posts are being used, along with advertising through the Wisconsin Bike Federation. The outdoor recreation industry has been experiencing steady business during the pandemic. The lodging industry started slowly but recovered well. Eating and drinking establishment businesses that opened are down substantially.

STATE DEPARTMENT UPDATES:

- a. WEDC: No one was present from WEDC during today's meeting.
- b. Tourism: Jeff Anderson announced that there's a much-needed CARES package available to the industry. Mr. Anderson said that several JEM Grant Awards were announced in the region. The Fall Campaign is underway, and the agency is capturing assists for the summer of 2021 campaign and the 2021 fall campaign too. Snow reporters are being "hired" for winter season. Lance Krolczyk said that Oneida County has had strong tax collections from the travel industry segment. Jeff Anderson said that destinations that focused their efforts on events or convention groups are really hurting. The outdoor recreation segment is holding their own. Campgrounds - county, state, national forest, and private - all are experiencing a great summer and fall. The hospitality industry is hurting bad and some experts say it may be 2022 or 2023 before they fully recover.

COUNTY ISSUES ROUNDTABLE DISCUSSION: Marv Anderson said that Vilas County sales tax collections are up over 2019 at this point. Real estate sales are averaging a 10 to 14-day listing time before a sale. The Vilas County Board also heard a positive report on broadband expansion. Jim Winkler said that Oneida County is seeing similar numbers. Marv Anderson suggested that while the North Central ITBEC is familiar with tourism, maybe having someone talk about the rest of the economic development spectrum at an upcoming meeting.

CONSIDERATION OF ITEMS FOR FUTURE AGENDA: Members were reminded to contact Bill Korrer if they want something added to the next meeting's agenda.

SET NEXT MEETING DATE: The next meeting was set for December 3, 2020. Oneida County will be the host location.

ADJOURNMENT: With all business being conducted, Chair Pro Temp Pliml declared the meeting adjourned at 11:06 a.m.