



NORTHWEST ITBEC BOARD OF DIRECTORS

July 26, 2023

Northwest Regional Planning Commission
Spooner, Wisconsin

MINUTES - draft

CALL TO ORDER: Vice Chair Joe Pinardi called the meeting to order at 11:20 a.m.

ROLL CALL: PRESENT: Richard Pufall, Ashland County; Mary McPhetridge, Ashland Chamber; Jim Crandall, Bayfield County; Don Taylor, Burnett County; Ken Schmitt, Chippewa County; Mark Liebaert, Douglas County; Joe Pinardi, Iron County; Nicholas Trimner, Price County; Paula Houdek, Price County; Jonathon Unterschuetz, Rusk County; Tweed Shuman, Sawyer County; and Joe Hoy, Washburn County. **ABSENT:** Fran Langman, Barron County and Terry Hauer, Polk County. **OTHERS PRESENT:** Rollie Thums, Taylor County. **WCA STAFF:** Sarah Diedrick-Kasdorf.

APPROVAL OF MINUTES: Motion by Crandall, second by Schmitt, to approve the minutes of the January 25, 2023 meeting. Motion carried.

ELECTION OF OFFICERS:

Chair: Vice Chair Joe Pinardi opened the floor for nominations for chair of the Northwest ITBEC Board of Directors. Joe Pinardi was nominated. Motion by Crandall, second by Taylor, to close nominations and cast a unanimous ballot for Joe Pinardi. Motion carried.

Vice Chair: Chair Pinardi opened the floor for nominations for vice chair of the Northwest ITBEC Board of Directors. Nicholas Trimner was nominated. Motion by Crandall, second by Shuman, to close nominations and cast a unanimous ballot for Nicholas Trimner. Motion carried.

Second Vice Chair: Chair Pinardi opened the floor for nominations for second vice chair of the Northwest ITBEC Board of Directors. Jim Crandall was nominated. Motion by Taylor, second by Shuman, to close nominations and cast a unanimous ballot for Jim Crandall. Motion carried.

FINANCIAL REPORT: Sarah Diedrick-Kasdorf reviewed the financial report with board members. As of the report dated July 20, 2023: total revenue was \$36,001.30; expenses paid in

2023 totaled \$36,675.35; the account balance was \$41,604.93; total expenses approved but not paid totaled \$23,717.33; and total unallocated revenue was \$17,887.60. She also reviewed the 2023 budget document with the board. Ms. Diedrick-Kasdorf indicated that the Northwest ITBEC Tourism Advisory Committee recommends that the board allow the committee to utilize underspending in 2023 line items for improvements to the Northwest ITBEC's website, including adding a section related to golf, mini-golf and disc golf. Motion by Shuman, second by Taylor, to allow the tourism committee to utilize underspending in 2023 line items for improvements to the Northwest ITBEC's website. Motion carried.

CONSIDERATION OF DUES AMOUNTS FOR 2024: Motion by Schmitt, second by Shuman, to maintain dues amounts at \$3,000 per county in 2024. Motion carried. The board would also like staff and the tourism committee to encourage Taylor County to join the ITBEC in 2024.

UPDATE ON 2023 ITBEC WORKPLAN: Sarah Diedrick-Kasdorf reviewed the major projects undertaken by the ITBEC in 2023.

UPDATE ON 2023 WISCONSIN GOVERNOR'S FISHING OPENER: Sarah Diedrick-Kasdorf reported that the 2023 Governor's Fishing Opener was a huge success and should show a profit in 2023. Twenty-five percent of the profit will come back to the ITBEC to be used by the tourism committee for marketing. Funds received will be reflected and spent in 2024 – recommendation will be to utilize funding on an ITBEC booth for the Fishing Opener. Planning is already underway in Burnett County for 2024.

UPDATE ON MODIFICATIONS TO THE BYLAWS OF THE NORTHWEST ITBEC: Sarah Diedrick-Kasdorf reviewed the major modifications to the bylaws that are proposed by the tourism committee. Bylaws changes will be sent over to the attorneys for drafting.

SET NEXT MEETING DATE AND LOCATION: The next meeting has been set for September 27 at 11:00 a.m.

ADJOURN: Chair Pinardi adjourned the meeting at 12:18 p.m.