

Regular Monthly Meeting
Monroe County Board Assembly Room
1st Floor / Room 1200

Please use Oak Street/South Side Entrance

Sparta, WI 54656

9:00 a.m.

Thursday, January 14th, 2021

****PUBLIC:** Due to the COVID-19 Pandemic, please access this meeting remotely:

<https://monroecountywi.webex.com/>

or **Join by phone:** +1-404-397-1516 United States Toll

Meeting Number: 146 841 0483

Access Code: 146 841 0483

Password: ECTComm

Agenda

1. Call to order/Roll Call
2. Approval of minutes of December 9, 2020 Meeting
3. 5 Minute Reports
 - *NOTE: Upcoming events/activities around the county should be mentioned along with your 5 minute Report***
 - Monroe County Land Use Planner – Roxie Anderson
 - EMS Monitor System Update
 - 7 Rivers Alliance – Chris Hardie
 - Hidden Valleys – Rob Wilson
 - Fort McCoy – Tonya Townsell
 - Sparta Chamber – Heidi Prestwood
 - Tomah Chamber – Tina Thompson
 - Local History Room – Jarrod Roll
 - ITBEC - International Trade, Business and Economic Development Council – Nodji VanWychen
 - Additional Area Events
4. Financials/Invoices
5. Notice of Budgetary Adjustment – Discussion/Action
6. County Administrator Report
7. Website Merge and Maintenance Update – Discussion/Action
8. Providing Internet Access in Rural Monroe County Areas - Discussion
9. Bike Repair Stations Update – Discussion/Action
10. Citizen Member Vacancy - Tucker Gretebeck and Walt Weiland – Discussion/Action
11. Next Month's Agenda Items
12. Next Month's Meeting Date/Time/Location
13. Adjournment

Ron Luethe, Committee Chair

Date Posted: January 8, 2021

The Mission of the Economic Development and Tourism Committee is to grow Monroe County's economy through the coordination and promotion of its resources.

Committee Members: Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Terry Green, Tucker Gretebeck, Walt Weiland

Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

www.gomonroecountywi.com

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<http://www.co.monroe.wi.us/committees/economic-development-commerce-tourism-committee/>

Economic Development & Tourism Committee December 9, 2020

Present: Cedric Schnitzler

Members: Chair Ron Luethe, Nodji Van Wychen,

Excused Absent: Brett Larkin

Advisory Members: Jarrod Roll, Heidi Prestwood, Roxie Anderson

Excused Absent: Tonya Townsell

Others: Tina Osterberg, Adrian Lockington, Greg Evans

Citizen Members Terry Green Absent & Ryan Egstad Absent

The meeting was called to order in the Monroe County Board Assembly Room at 1:20 p.m. by Chair Ron Luethe.

Minutes Approval- Motion by Nodji Van Wychen second by Cedric Schnitzler to approve the November 12, 2020 minutes. Carried 3-0

Go Monroe County Subsidiary Publication- Greg Evans, Guest

- Provided samples/newsletter style newsprint for 2021 advertisement option.
- Distribution will be from Memorial Weekend through Cranfest will cost EDT the purchase of a full page add. Greg will produce price sheet. Believes in past was about \$800.00
- Evans Printing will be taking over the Fort McCoy directory with the fort McCoy newspaper being printed every 2 weeks. Suggestion to add the guide to the Fort McCoy paper one printing. Leave at McCoy or commissary locations. Fort McCoy guide- advertising in that also.

5 minute Reports:

Monroe County Land Use Planner- Roxie Anderson: Absent see email report attached

7 Rivers Alliance- Chris Hardie: Absent

Hidden Valley- Rob Wilson: Absent

Fort McCoy- Tonya Townsell: Absent see email report attached

Sparta Chamber- Heidi Prestwood: Kriskindlmarket Update, Fireside with Santa, Drive Thru parade, Jingles for Santa, Plans to reinvent the Sparta Winter Fest, Bike Expo in May, and Kayak Run

Tomah Chamber- Tina Thompson: Absent

Local History Room- Jarrod Roll Update, some of press from the new exhibit, Local news broadcasting WXOW did a segment on the exhibit. Update on recent Fort McCoy meeting and the relationship. Comments on bus tours – and itineraries and or who does bookings.

ITBEC- Nodji Van Wychen – Updated that they did not meet in December

Financials/Invoices:

Tina Osterberg discusses 2020 budget and 2021- by roll up code- marketing/promotion and brochures rolls up in the same code. \$3000 to Monroe County ATV/UTV Clubs- 1st \$1000 will come out this week. About \$4800 remaining. Contracted services account has \$1700.00- which is the second half to website development. Hidden Valleys account funds are for mileage/periderm for meeting attendances.

County Administrator Report: Tina Osterberg provides CCTF Update, Forestry & Parks Update, Rolling Hills Design Update, Website Merge, 2nd Annual Deck the County Christmas Tree Decorating Contest.

Website Merge and Maintenance Update/ Logo:

Tina Osterberg provides update the initial tab design and color schemes have been selected. Main decision is the logo. Shows new designs and discussion. Nodji makes suggestion with Font in original logo but does not want to slow process. Cedric comments he cannot read the G in the revised version. Chair Ron agrees with concept view and is confirmed 1.4 new logo and back up is 3.3 with straight aligned G. Carried 3.0

Selection and 1.4 / 3.3 with a straight aligned G

Adrian comments will have more feedback and specs soon. Can send to committee for review and will have more to update at January 2021 meeting.

Bike Repair Stations- Discussion/Action-

Motion by Nodji Van Wychen second by Cedric Schnitzler to approve the purchase of 3 bike repair station sets. Jarrod forwards email from vendor Park Warehouse. Roxie also comments on shopping local. Send information to Adrian. Carried 3-0

Citizen Member Vacancy- Chair Ron Luethe discusses the current status of vacant opening. Tucker Gretebeck was suggested by Supervisor Jen Schmitz. Motion by Ron Luethe for the nomination/selection of Tucker Gretebeck for the vacant Citizen Member position on the EDTC second by Cedric Schnitzler. Carried 3-0

Discussion Citizen Member Ryan Egstad has not been present. Cedric Schnitzler will contact Ryan due to his absents and see if he is still interested in the Citizen Member position. Cedric Schnitzler recommends Walt Weiland as a replacement if needed.

Next month's agenda-

- Website Merge Update- Discussion
- Bike Repair Stations Update-
- Citizen Member Vacancy – Tucker Gretebeck and Walt Weiland Discussion/Action
- TBD: Jan or Feb: Greg Evans Update- Full Page Ad Expense (If available)

Next meeting- Thursday January 14th at 9:00 a.m. in the Monroe County Board Assembly Room

Motion to adjourn by Ron Luethe second by Nodji Van Wychen at 2:49 p.m.

Recorded by: Adrian Lockington, Administrative Office Specialist

MONROE COUNTY

Notice of Budgetary Adjustment

Unanticipated Revenue or Expense Increase or Decrease Not Budgeted

Date: January 6, 2021
 Department: Economic Development & Tourism
 Amount: \$4,485.00
 Budget Year Amended: 2021

Source of Increase / Decrease and affect on Program:
 (If needed attached separate brief explanation.)


This adjustment is to roll funds remaining in the 2020 EDCT budget from the Marketing & Promotion and Contract Services accounts to cover 3 bike stations that will be installed in 2021 in Monroe County. This purchase was to take place in December before the end of the year and a couple of issues arose causing a delay. Funds exist in the noted accounts in 2020 for this roll forward.

Revenue Budget Lines Amended:

| Org | Object | Project | Account Name | Current Budget | Budget Adjustment | Final Budget |
|------------------|--------|---------|--------------------------|----------------|-------------------|--------------|
| 10000001 | 493000 | | Gen Fund Balance Applied | \$ 5,500.00 | \$ 4,485.00 | \$ 9,985.00 |
| | | | | | | \$ - |
| | | | | | | \$ - |
| | | | | | | \$ - |
| Total Adjustment | | | | | \$ 4,485.00 | |

Expenditure Budget Lines Amended:

| Org | Object | Project | Account Name | Current Budget | Budget Adjustment | Final Budget |
|------------------|--------|---------|----------------------------|----------------|-------------------|--------------|
| 16700000 | 532100 | | Tourism-Market & Promotion | \$ 6,500.00 | \$ 4,485.00 | \$ 10,985.00 |
| | | | | | | \$ - |
| | | | | | | \$ - |
| | | | | | | \$ - |
| | | | | | | \$ - |
| Total Adjustment | | | | | \$ 4,485.00 | |

Department Head Approval: 

Date Approved by Committee of Jurisdiction: _____

Following this approval please forward to the County Clerk's Office.

Date Approved by Finance Committee: _____

Date Approved by County Board: _____

Per WI Stats 65.90(5)(a) must be authorized by a vote of two-thirds of the entire membership of the governing body.

Date of publication of Class 1 notice of budget amendment: _____