

Economic Development & Tourism Committee Meeting

Date 01/14/2020

Present: Chari Ron Luethe, Nodji Van Wychen, Cedric Schnitzler

Others: Heidi Prestwood, Terry Green, Walt Weiland, Tucker Grettebeck, Tina Osterberg, Chris Hardie, Tonya Townsell, Roxie Anderson, Jarrod Roll, Tina Thompson, Adrian Lockington

Excused Absent: Brett Larkin

Absent: Ron Wilson

The meeting was called to order in the Monroe County Board Assembly Room at 9:01 a.m. by Chair Ron Luethe

Introductions, including new Citizens members: Tucker Grettebeck and Walt Weiland

Minutes Approval – Motion by Nodji Van Wychen second by Ron Luethe to approve the December 9, 2020 minutes. Carried 3-0.

5 minute reports-

- Monroe County Land Use Planner- Roxie Anderson, Update on weather stations and currently testing phase has begun.
- 7 Rivers Alliance- Chris Hardie, provides update on 2020, focus is on future
- Hidden Valleys- Rob Wilson- not present
- Fort McCoy- Tonya Townsell, Update with COVID-19, preparations of the 2021 Armed Forces Day
- Sparta Chamber- Heidi Prestwood, Update with local events past and future
- Tomah Chamber- Tina Thompson, Update on new website and upcoming preparations for events
- Local History Room- Jarrod Roll, Update on exhibits, relocation of Craft Fair
- ITBEC- International Trade, Business and Economic Development Council- Nodji Van Wychen, Updates meetings have not been held due to COVID-19. Next meeting first Friday in February.
- Additional Area Events, Nodji Van Wychen comments that Warrens will continue to hold community meals year round. Will have an upcoming Easter Event
-Suggestion to invite city administrators to meetings

Financials/Invoices-Tina Osterberg comments that the \$3000.00 was paid to the Monroe County ATV clubs. Previously the Hidden Valleys 2021 Advertisement was paid \$2800.00 *awaiting final advertisement copy

Tina provides printed copies of the 2021 budget

2021 Dues paid as of today's date:

Hidden Valleys \$2036.00

7 Rivers Alliance \$325.00

2021 Final Subscription of WIX software that currently hosts the current websites.

Go Monroe Tourism Site \$264.00

Economic Development Site \$264.00

- WEDA has been contacted and awaiting the invoice in the amount of \$315.00
- Southwest ITBEC invoice received in mail today in the amount of \$2500.00

Comment: Nodji requesting the value of WEDA obtain details and provide at next meeting.

Notice of Budgetary Adjustment- Discussion/Action: Chair Ron Luethe comments on the Notice of Budgetary Adjustment. This adjustment is to roll funds remaining in the 2020 EDTC 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 delay. Funds exist in noted accounts in 2020 for this roll forward.

Tina provides update with previous discussion- find that Speeds could provide a more economical version. Ron comments on what the Bike Stations are and the proposed locations where they will be placed. Comments this is great idea to support a local vendor.

Motion by Cedric Schnitzler to approve Budgetary Adjustment to move funds in the amount of \$4485.00 from 2020 Budget to 2021 Budget second by Ron Luethe. Carried 3-0

County Administrator' Report – Tina Osterberg gives her report

- Bond rating Discussion- Rolling Hills Building Project. Rating coming soon – design will be complete in April. Bill Halfman from UW-EXT is using a drone for images- updated pictures and will placed on website.
- Property buyouts Roxie and Alison are working on- 6 properties have been approved
- Team met last week on CDBG DR funding from the 2018-2019 flooding- other properties that had damage. Looking to submit application
- Closed session held last night at Property & Maintenance to purchase 2 new buildings. More details to follow.

Website merge update- Tina shows the link that is under construction. Hoping to have site completed by end of January. More details will follow.

Providing Internet Access in Rural Monroe County Areas- Discussion

Internet access in Monroe county- ranking of Wisconsin in broadband- 57/72 in speed.
Discussion

Chris Hardie comments on broadband committee. Will have a report come up in rural prosperity huge challenge and more focus now that ever.

Tonya Townsell comments that they were contacted by Spectrum for Internet. Will have spectrum representative contact Tina Osterberg to further discuss that vendor and see what they have available to offer the county.

Next month's Agenda Items

- Hidden Valleys Ad - Discussion/Review
- Broadband discussion
- Website merge update
- City of Sparta and Tomah Administrator's Invitation to attend meeting

Next month's meeting date February 11th at 9:00 a.m. in the Monroe County Board Assembly Room

Motion by Ron Luethe second by Nodji Van Wychen to adjourn at 10:46 a.m. Carried 3-0

Recorded by Adrian Lockington, Administrative Office Specialist