

Economic Development & Tourism Committee Meeting  
Date February 11, 2021

Committee Members Present: Chair Ron Luethe, Brett Larkin, Nodji Van Wychen  
Citizen Members: Walt Weiland, Tucker Gretebeck  
Advisory Members: Heidi Prestwood, Tonya Townsell, Rob Wilson, Chris Hardie  
Others: Tina Osterberg, Adrian Lockington,  
Absent: Tina Thompson, Jarrod Roll  
Other Guests, Todd Fahning, Mark Sund, Brad Hanson

The meeting was called to order in the Monroe County Board Assembly Room at 9:00 a.m. by Chair Ron Luethe

Introductions, including guests listed in attendance

Minutes Approval- Motion by Nodji Van Wychen second by Brett Larkin to approve January 14<sup>th</sup> 2021 minutes. Carried 3-0

5 minute reports-

- 7 Rivers Alliance- Chris Hardie- provides update including the WI Economic Development Association meeting. Topics included Business expansion and retention discussions.
- Hidden Valleys- Rob Wilson- update on Monroe County Ad- First visual of MC provided this morning. The full magazine will be posted on Hidden Valley website. Comments that will attend shows if they are having due to COVID-19. Nodji Van Wychen requests that we have 25 printed versions for the Monroe County Board Meeting March 24 2021.
- Fort McCoy-Tonya Townsell- update on Fort McCoy and events that they have participated in. Planning Armed Forces Day Saturday May 15
- Sparta Chamber- Heidi Prestwood- Updates Sparta Quest Winter Fest was a success. Events for the year is planned. Has new apparel available on Facebook and website. Expo's have been canceled or pushed back to fall- hopefully some will still happen. Trails will open and bridges are will be complete by opening date May 1<sup>st</sup>.
- ITBEC- Nodji Van Wychen – Updates on meeting held. They are looking for citizen members to add to their committee. Currently have Monroe County and Jackson County as members. Next meeting will spend on reviewing by laws and activities to promote. Provides Overview of ITBEC
- Additional Area Events- Nodji Van Wychen- Updates for Warrens Area: had Cranfest meeting. Planning to hold event this year last full weekend in September. Warren's Lion & Lioness Club will hold Easter Breakfast – curbside service and Easter Bunny in outdoor area similar to the previous Christmas event.

Move agenda- #12 up City Administrators

City of Tomah Brad Hanson- Provides Introduction and background.

Currently the City Administrator for Tomah, WI. He is a certified flood plan manager. He excited about CranFest and other activities will be happening. Likes to work together Sparta and Tomah Comments on hotels looking to come to Tomah-Comments on TID Expansion. One is looking for redevelopment near downtown. Having a 150 year celebration for fire department in August. Currently looking for City Treasurer, will be advertising by end of the week.

City of Sparta Todd Fahning- Provides Introductions for himself and Mark Sund

Todd and Mark are both Administrators for the city- split duties, Comments on Sparta has new business park, moving ahead 5 businesses now, 1 or 2 coming this spring. South Pointe Park is very popular and state of the art. East Side Park has 3 or 4 lots left. Comments with the new ATV ordinance believes this will help increase traffic in town. Hopefully will have trails similar to Jackson County because of the impact it has. Hoping to open buildings up the same time Monroe County Government offices do due to COVID-19.

Financials/Invoices- Tina Osterberg provides updates, does not have any invoices since last month.

County Administrator Report- Tina Osterberg gives her report

- Rolling Hills Building Project holding interviews for the Construction Manager as Advisor on February 15, 2021
- CCTF meeting last week- Roxie Anderson did a demonstration on weather stations and grant discussion and Lt. Governor Barnes was in appearances and provided report
- Tina comments on the Grant projects
- Next Monroe County Board meeting on February 24 2021 will begin at 5:00 pm as the first hour will be dedicated to Rolling Hills

Website merge update- Tina Osterberg shows the website development link.

Adrian Lockington comments on page layouts and visions. Tina shows pages and what has been added and new items that were not on the old site. Moving forward and submitting content daily. Other comments and discussion on the webpage

Providing internet access in Monroe County-

Chair Ron Luethe comments on some companies in the areas. Tina Osterberg and Adrian Lockington had conversation with Jeff from Spectrum and he sent our information into another department. Tina Osterberg comments that when you look at maps, Spectrum does not offer any service in any rural areas just pin points in high populations. Todd Fahning comments on StarLink, new satellite company and costs about \$100/month. Nodji Van Wychen comments to request someone attend our meeting from Wisconsin Public Service Commission on Broadband. Vernon County would be included in that as a neighboring county.

#### Bike Repair Station Update- Tina Osterberg

Repair Stations have been purchased, should be arriving to Speed's in roughly 4 weeks. Norwalk, Wilton and Kendall will be future locations of these stations- Will need to work with the local communities. Heidi Prestwood still has one remaining bike repair station and she believes the city park and rec own it.

#### Hidden Valleys Ad Review- Rob Wilson

Discussion during 5 minute reports. Will hopefully have printed copies at next month's meeting if not will deliver 25 copies to Adrian Lockington before the County Board Meeting

WEDA Governors Conference Report - Chair Ron Luethe speaks on attending this virtual report.

WEDA Dues- Nodji Van Wychen comments on how Monroe County became a member previously and asks about the programs it offers. Tina Osterberg comments on the committee and the goal for the future including benefits it has. Could set aside the conference as a room so that it allows other attendees to virtually participate. Excellent idea to virtual or in person the technology this would be a value. Amount is in the budget for \$325.00

Motion by Nodji Van Wychen second by Brett Larking to pay the 2021 Annual Dues to WEDA. Carried 3-0

#### Next Month's Agenda-

- Broadband,
- Bike Repair Station update,
- Website Merge Review,
- Greg Evans

Next month's meeting March, 11 at 9:00 a.m. at the Monroe County Board Assembly Room

Motion to adjourn by Nodji Van Wychen second by Brett Larkin at 11:04 a.m.

Recorded By Adrian Lockington, Administrative Office Specialist