



MONROE COUNTY
ECONOMIC DEVELOPMENT
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MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

608-269-8705

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Regular Monthly Meeting

Covia

Formerly Unimin Sand Mine

20319 State Highway 21

Tomah, WI 54660

9:00 a.m.

Thursday, August 9^h, 2018

Agenda

- 1) Call to order/Roll Call
- 2) Approval of minutes of July 12th, 2018 Meeting (See Attached)
- 3) Financials/Invoices
- 4) Monroe County Economic Development Coordinator Position in 2019 – Discussion/Action
- 5) Filling Committee Member Paul Harm's Position – Discussion/Action
- 6) Solutions to Workforce Summit – November 1st – Discussion/Action
- 7) VINO FEST
- 8) Monroe County Economic Development Conference 2019
- 9) Administrator's Report
- 10) EDCT Coordinator's Report
- 11) 5 Minute Reports
 - Tomah Chamber
 - 7 Rivers Alliance
 - Hidden Valleys
 - ITBEC
 - Local History Room
 - Fort McCoy
 - Sparta Chamber
- 12) Upcoming Events/Activities Around the County
- 13) Next meeting: Thursday, September 13th, 2018 - Location TBD
- 14) Adjourn

Nodji VanWychen, Chair

Date Posted: August 3, 2018

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

Committee Members: Nodji Van Wychen, Dean Peterson, Mark Halverson

Citizen Members: Mary Jo Hill, Pete Reichardt, Dennis Berg

Advisory Members: Bernie Arena, Paul Harms, John Hendricks, Jarrod Roll, Tonya Townsell, Tina Thompson

Economic Development Coordinator: Steve Peterson

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MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 7-12-18 – Cranberry Discovery Center – Warrens, WI

Present:

Committee Board Members: Nodji Van Wychen, Dean Peterson, Mark Halverson

Citizen Members: Dennis Berg, Mary Jo Hill

Advisory Members:, John Hendricks – Sparta Area Chamber of Commerce, Tina Thompson – Tomah Chamber of Commerce

Economic Development & Tourism Coordinator: Steve Peterson

Absent: Pete Reichardt (CM), Paul Harms (AM), Bernie Arena (AM), Jim Bialecki – County Administrator, Jarrod Roll (AM), Tonya Townsell – Ft. McCoy (AM)

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:03am by Chair Nodji Van Wychen. Roll-call was taken.

Minutes –Motion by M. Halverson to approve the minutes. Second by D. Berg. Motion carried.

Economic Duties – the Committee reviewed the Composition & Duties outlined for the Economic Development, Commerce & Tourism Committee. It was decided that the Committee shall consist of 3 County Coard Supervisors, 3 Citizen members along with Advisory members that will participate in an advisory capacity on the standing committee. The Citizen & Advisory members shall not have voting rights on financial matters and shall not be compensated by the county for their participation. All non-financial matters, the Citizen and Advisory members will have voting rights on. In the past the composition stated ex-officio members, but the committee names them Advisory members so it was agreed to stay consist and change Ex-officio to Advisory. Motion by D. Peterson to approve these changes. 2nd by M. Halverson. Motion carried.

Financial Report – there were no invoices to approve. S. Peterson did advise the committee that he was mistaken with the committee’s sponsorship payment to the BIKE ME Fun Ride. He had stated that the County did not pay the sponsorship yet, but they had done so. Because the event was cancelled, Peterson said that the \$500 was returned to the County with \$250 of it going back into the marketing line item in the Tourism section and \$250 back into the marketing line in the Economic Development section of the budget.

Administrator’s Report – no report.

Monroe County E.D. Coordinator Report:

- Working with the child care center project in Cashton. WEDC, Bank of Cashton and I am working together on the incentives and time table for the opening of the new business.
- Met with Christina Dollhausen, Vernon County ED Coordinator and Sue McGinnis, Vernon County Clerk, to see about potential networking in the future.
- WDAC Board meeting – Fond du Lac – 6/18
- Working with the Town of Glendale on a new web site and networking with the residents in that township.

- Met with a Harvard professor who is doing a case study on Counties in Wisconsin. This was our 2nd meeting and her prospectus will be completed by the end of 2019.
- Meetings with a potential hotel project in the County. Finalizing investors and acquiring the property.
- Working with a potential retail store looking at Monroe County in 2019.
- Was a presenter at the WI Procurement Institute's annual Small Business Summit at Ft. McCoy on June 19-20.
- Attended the 7 Rivers Alliance ECO DEVO meeting in Whitehall. Met with ED Coordinators from Trempealeau & Buffalo Counties.
- WI Rural Partners Board meeting – Tomah. Setting up a Strategic Planning session in Tomah on July 25th.
- Completed the WEDA Award Nomination paperwork – Mill Haven Foods – Business Growth & Century Foods International – Economic Driver. Awards Banquet in August.
- Trying to work with the DNR on the Kendall Depot situation with it being closed most of the time during the peak part of the Elroy-Sparta Bike Trail season. Dept. of Tourism may be helping me on this effort.
- Prospect traveling to County in August to meet for 3 days with city, county officials along with State. Depts.
- Working with a prospect on relocating from Minnesota to the County in a currently empty building.
- Follow up meeting on the CDBG/RLF transformation to the State control in October.
- Prospect looking to expand their Wisconsin company in Monroe County. Had site visits on 7/10.
- Continuing to add things to the Map-N-Tour feature on the County E.D. web site
- Working with companies around the County on getting registered on the Inspire program offered through 7 Rivers Alliance.

- AROUND THE COUNTY...
 - SPARTA
 - South Pointe activity continues with infrastructure work
 - East Side Business Park's remaining lots are being re-evaluated by the DNR for wetland mitigation.
 - TOMAH
 - The multi-use complex on the old Tee Pee Supper Club lot has changed a lot over the past couple weeks as construction begins vertical.
 - The hospital project is moving along at a very fast pace and the Gundersen Clinic/Cancer Research Center construction is underway.
 - CASHTON
 - Dollar General building construction is underway with an opening in mid-late July.
 - Decisions are being looked at with the closed feed mill & tobacco warehouse buildings.
 - WILTON
 - United Cooperative's expansion is almost complete at the feed blending plant.

- KENDALL
 - More activity happening at the old School building. Goal is to add more retail/craft stores in the building. The Colors of Kendall celebration will mostly take place at that venue.
- WARRENS
 - USEMCO is moving out of it's facility in Warrens and consolidating things at their location in Tomah.

UPCOMING....

- Business Strategic Planning – 7/13
- Arts on the Square – Madison – July 14th & 15th – adding artisans to VINO FEST.
- WDAC Board meeting – Appleton – 7/16
- Prospect visit to the County – week of 7/16
- WEDA Board Meeting – Kenosha – 7/19
- Prospect visit to the County – week of 7/23
- Business Strategic Planning – 7/24
- WI Rural Partners Strategic Planning Session – 7/25 - Tomah
- SW-ITBEC Meeting – 8/3
- Prospect visit to the County – week of 8/6

REPORTS:

7 Rivers Alliance – S. Peterson reported that a Employee Retention & Recruitment Workshop will be held on Sept. 19th in Tomah.

Hidden Valleys – N. Van Wychen announced that Kelly Murray has resigned as the Monroe County representative on the Hidden Valleys Board. No replacement has been found at this time. It was suggested by D. Berg that if a replacement couldn't be found for a while that maybe each Committee member could rotate and attend the monthly H.V. Board meetings. The committee felt it is important to keep our relationship with H.V.

SW-ITBEC – no report as the group does not meet in July. The next SW-ITBEC meeting is on August 3rd at Branches Winery outside of Westby.

Local History Room – no report. N. Van Wychen said that everyone is very pleased with the new A-Z Display and the media coverage it's been receiving.

Ft. McCoy – no report

Sparta Chamber of Commerce

- Sparta has just been named a Connect Community by WEDC
- Taping of Around the Corner with John McGivern was a great success.
- 4th of July celebration went well despite the late rains
- Crazy Days on July 21st
- Museum Pig Roast fundraiser coming up at Justin Trails Resort
- Discover Wisconsin is back in the Sparta area taping for their future episode
- SAGBRAW bicycle ride will be starting and finishing in Sparta this year
- Working the Dept. of Tourism's booth at the Wisconsin State Fair on August 8th
- Cracker Barrel Legislative Breakfast – 7/30 – 7am – Sparta Family Restaurant

Tomah Chamber of Commerce

- Lease agreement finally finalized with the City of Tomah for the Chamber building
- 82 entries in the 4th of July parade – one of the largest crowds this year
- The old VIP Realty building is being revamped into a Wine Bar/Tapas/Marketplace destination
- Judy Faulkner has created a Pocket Park just off the downtown area behind one of her buildings
- Monroe County Workforce Alliance will be hosting a Retention/Recruitment event on Nov. 1st
- Business @ 5 at the Monroe County Fair on July 25th jointly with the Sparta Chamber.
- Migrant workers are traveling into the area, through local efforts of an employment agency, to work in the cranberry harvest
- The Museum in Tomah is hosting a couple events as part of their fundraising efforts. 8/5 – Remembering Frank King and 8/26 – Historic Murders in Tomah
- Back to School BBQ – 8/26
- Music on Milwaukee is progressing nicely
- Chill Zone replacing Calahan’s Bar.
- Tomah Mayor Mike Murray vetoed the new ambulance building project and the City is going to go back the plans and look for options on how to cut the expense of the project somewhat.

Warrens Events – N. Van Wychen reported:

- Blossom Day drew a big crowd
- Sesquicentennial Celebration on July 3rd & 4th went very well. Large fireworks display. Vendors ran out of food and drink. Ho Chunk dancers performed on the 4th and was very well received.

UW-Extension update – N. Van Wychen reported:

- Erin Eggert has resigned her position and there is a hiring freeze, so replacing her may require doing a joint agent for both Monroe & Vernon Counties, so the staff person is funded by both Counties.

Next Committee meeting is scheduled for Thursday, August 9th at 9:00am at Covis (formerly UNIMIN) Sand Mine in Tunnel City.

Motion by D. Peterson to adjourn. Second by D. Berg. Meeting adjourned at 10:44am.

Submitted by:



Steve Peterson

MONROE COUNTY ECONOMIC DEVELOPMENT COORDINATOR REPORT – July 2018

I'm doing the report differently from now on. Instead of a chronological calendar listing, I'm going to group things each month to make it easier to read and follow.

PROSPECTS

Like any summer month, activity is sporadic. Not a lot of new prospects but quite a bit of dialogue with prospects who have had different levels of interest in the County.

Prospect 1 – continued dialogue about a lodging facility near the hospital/clinic construction in Tomah. Because of those projects, naturally there is quite a bit of interest in that area for lodging, food, professional offices.

Prospect 2 – restaurant facility near the hospital/clinic location. Same reasons as the lodging interest.

Prospect 3 – looking to relocate current business into the old feed mill complex in Cashton. Premier Cooperative is working with the Cashton Development Corporation on repurposing that buildings after Premier closed and moved to Westby in early May.

Prospect 4 – looking at renovating their old barn into an event barn for seasonal events. Applying for the County RLF too.

Prospect 5 – retail business looking at the north side of Tomah near Wal Mart.

Prospect 6 – competed against 27 other locations in the Midwest for this food processing company. They are looking at either expanding or relocating and Monroe County is their only Wisconsin location in the final 3. I've been working with this prospect for 3 ½ years.

Prospect 7 – food processing company looking at leaving La Crosse County and moving business to Monroe County.

Prospect 8 – manufacturing company looking to relocate from Minnesota. Targeted area is Tomah or Sparta in Wisconsin. They are landlocked in the Twin Cities currently and would use their current location as research and development and build a new manufacturing plant elsewhere.

Prospect 9 – Established distribution outlet in the State is looking to expand with a possible location in Tomah because of the Interstate access.

Prospect 10 – meeting with a development company looking at possibly adding at least 1, if not more assisted living apartment complexes in the County. There is a real interest on their end.

Prospect 11 – working with a company already located in the County who is looking at expanding with a potential distribution center.

Prospect 12 – working on a potential project with the current Dr. Rodamacher chiropractic facility that is for sale outside of Kendall on Highway 71.

Prospect 13 – working with prospect on setting up a 3 day site visit in mid-August. Looking at options in Sparta, Tomah, Cashton and Norwalk.

Prospect 14 – came back to the table after dropping us an option. Working on another meeting in the County with them in late August, early September. They are opening plants in Nebraska and Colorado but still feel Wisconsin has a ton of promise.

Prospect 15 – California company looking to expand into other regions of the country. Midwest has intrigued them and Monroe County is on their radar for a variety of reasons including transportation values and raw product being close by.

IN THE WORKS

Cashton Day Care – bids have been accepted and the expansion project will begin soon. They are also looking at the County RLF and MRRPC is working with them on the paperwork.

Old VIP Realty building – Tomah – renovations are going well on the new wine bar concept. They are hoping to have the business opening by VINO FEST weekend.

South Pointe Business Park – Sparta – infrastructure work is going very well. Prospects are working on options in the property. Look for the new dental office complex to maybe begin construction early fall.

Graceland Fruit – Warrens – transition has gone very well. Will be doing a tour of the facility and meeting with the new staff in a couple weeks.

Tomah Healthcare campus – construction ahead of schedule on both buildings and progress is getting a lot of attention by prospects and the public.

New restaurant – Kendall – a restaurant is opening up in a section of the old Kendall School. Other entrepreneurs are looking at the facility too to open up shop.

Toro – construction on their \$30 million expansion will begin next week.

Round-about – Sparta. Construction is getting close to completion. Good job keeping traffic through that area during the build.

Fiber optic – Tomah. Laying of fiber continues to in Tomah, near the new hospital and in the alleys behind downtown businesses.

Bank of Cashton – new building won't start construction until 2019 due to issues.

Lugar de Reunion – follow up meeting is being scheduled in the next few weeks. Discussions on how to build stronger relationships with the Hispanic population in the area.

Connect Community – surveys will be sent out in the next couple weeks to all the villages to gauge their issues for their communities now and in the near future, their goals and how they see the CC program helping them in those areas.

MEETINGS

- Met with Mosaic rep in Tomah for an interview about workforce & housing issues in the County and area.
- WEDC Board Meeting – Green Bay
- Met with Jim Bialecki to discuss the potential loss of my contract with the hiring of a new land use planner.
- Conference call with a broker representing 2 companies looking at Monroe County. We put together a digital proposal together using tools from the County E.D. web site.
- WI Rural Partners Board meeting – phone
- WEDA Board Meeting – Kenosha
- Business @ 5 at the Monroe County Fair
- Met with Tim Ehler from Principal to package incentives for future prospects
- Met with reps from State Bank Financial on getting their financial interests back up in the County.
- SW-ITBEC meeting at Branches Winery in Westby
- Working with Map N Tour on adding a quality of life section to the web site. This will help spotlight tourism attractions, events and what visitors can find around the County.
- Working on the outline for the 2019 Monroe County E.D. Conference on Feb. 27-28 at Three Bears Resort. In discussion with some speakers already. Topics include workforce, retention/recruitment, marketing online, tourism. Others being added.

Submitted by:



Steve Peterson

Monroe County E.D. Coordinator