



## MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

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**Regular Monthly Meeting**  
**Monroe County Local History Room**  
**200 West Main Street**  
**Sparta, WI 54656**  
**9:00 a.m.**  
**Thursday, December 13<sup>th</sup>, 2018**

### Agenda

- 1) Call to order/Roll Call
- 2) Approval of minutes of November 15<sup>th</sup>, 2018 Meeting (See Attached)
- 3) Financials/Invoices
- 4) Economic Development Coordinator's Contract
- 5) Formation of Monroe County Economic Development Corporation - Discussion
- 6) Advisory Members Replacement or Recruitment for the Corporation – Discussion/Action
- 7) Monroe County Economic Development Conference 2019
- 8) Tourism Brochure Investment – County Parks
- 9) Tourism Magazine 2019 Contract/Ad Update
- 10) Administrator's Report
- 11) EDCT Coordinator's Report
- 12) 5 Minute Reports
  - ITBEC
  - Local History Room
  - Fort McCoy
  - Sparta Chamber
  - Tomah Chamber
  - 7 Rivers Alliance
  - Hidden Valleys
- 13) Upcoming Events/Activities Around the County
- 14) Next meeting: Thursday, January 10<sup>th</sup>, 2019 – Location TBD
- 15) Adjournment

Nodji VanWychen, Chair

Date Posted: December 7, 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, Kevin Ravenscroft, Dennis Berg

Advisory Members: John Hendricks, Jarrod Roll, Tonya Townsell, Tina Thompson

Economic Development Coordinator: Steve Peterson

[www.gomonroecountywi.com](http://www.gomonroecountywi.com)

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

**MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE  
MONTHLY MEETING – 11-15-18 Citizens First Bank**

**Present:**

**Committee Board Members:** Dean Peterson, Mark Halverson

**Citizen Members:** None

**Advisory Members:** Tonya Townsell – Ft. McCoy, John Hendricks – Sparta Area Chamber of Commerce  
**Economic Development & Tourism Coordinator:** Steve Peterson

**Absent:** Nodji Van Wychen, Jarrod Roll, Mary Jo Hill, Kevin Ravenscroft, Dennis Berg, Tina Thompson

**Guests:** Jim Bialecki – County Administrator Lisa Hanson Purchasing Coordinator

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

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

**Financial/Invoices**-No invoices at the time for payment. S Peterson made comment that Hidden Valley did not have a contract from us for the full page ad that would be in the book. S Peterson was going to put something together to submit and S Peterson is going to sign a new contract to get the ball rolling.

**Budget Adjustment**-Alliant Energy gave a grant to cover the cost of the Map N Tour payment this quarter. The funds need to be adjusted and put into the Marketing and Promotion line. Once approved at County Board-payment will be made to Map N Tour. The budget adjustment was approved by M Halverson.

**Status of EDC contract**-The position has been approved for the 2019 budget along with a Land Use Planner. S Peterson will be working with Jim Bialecki on the updating of the contract for the EDC position. J Bialecki talks about moving the committee to an Economic Development Corporation, which would involve people from the public, villages and townships to be invited to the corporation. Involve more departments in decision making processes before the final plans hit the Land Use Planner.

**Advisory Member Replacement**-The committee agreed to revisit this next month. With the talk of going to an Economic Development Corporation-they would be dissolving the committee and recruiting new members for the corporation.

**Workforce Summit Recap**-There was around 60 in attendance of the summit, lots of talk of recruiting and retaining employees. A survey was sent out to participants and the feedback was very positive. Employer participation and the representation were both very good. Talk about doing the summit twice a year was discussed. Nothing finalized at this time.

**Monroe County Economic Development Conference 2019**- With the current election-has thrown things up in the air at this point. Movement of the state agencies will make finalizing the plans on speakers difficult at this time. S Peterson will have more information next month.

**Tourism Brochure**- Discussion about doing a county parks brochure for McMullen and Angelo parks. Support your county parks. More talk will be discussed at the next month meeting.

**WACB Fall Tourism Conference Recap**-J Hendricks gave an update. Donald Driver was a big part and it was revealed that he will be in spotlighted in the upcoming magazine.

**Budget Update**-J Bialecki suggested they roll any funds they have into the next year. With the changes they are implementing with the committee disappearing and forming a corporation.

**Administrators Report**- Working with S Peterson on his contract and focusing on the Economic Development Corporation. The state is dissolving the Revolving Loan Fund, a decision will need to be made about paying off the loans and applying to get that money back. Loans are capped at \$100,000.

**Economic Development Coordinators Report**-Prospects are slow this time of year. One in November and two in December.

South Park signage is up on the interstate.

Progress on the Tomah Hospital is coming along and across the road from the hospital.

Seven Rivers Alliance had good attendance at the Minneapolis event-around 75-80 people.

FoxCon presentation encouraged all Wisconsin businesses to sign up on the supply chain to get their business out there for local Wisconsin purchases. Other companies also utilize the site for vendors. There is a link on the Economic Development website.

S Peterson seems to be the go to person for FEMA-SVA information and working with individuals that are being turned down for assistance. There will be an announcement for low interest loans for businesses and individuals in March.

S Peterson will follow up with the Tourism magazine to see where they are at with our contract and ad for the magazine. A new contract should be done.

#### **5 Minute Reports:**

**Local History Room**-New exhibit opens tonight 11-15-18

**Ft. McCoy**-Hunting season starts and there are 2000 permits and 400 bonus tags issued. Hunters have to register their weapons on the base as you can't have weapons on the base.

- They have been doing prescribed burns to help prevent wild fires that get out of control.
- They will be discontinuing Rapid Pass.
- They hired a new Game Warden-which has not been filled for quite some time.
- Lots of people retiring out at Ft. McCoy-lots of job posting on USAJOBS.
- They will be preserving the old barracks and moving these buildings to make room for new buildings.

**Sparta Chamber**-The City of Sparta and the Chamber are working together on a news publication website which is supported by Seven Rivers Region.

City of Sparta rose the room tax to 7%.

City bike advocate group-put up some murals along with improving the bike trail and including bike racks. Visit [bikesparta.us](http://bikesparta.us) and check out what to do around the area for biking.

**Tomah Chamber**-None

**7 River Alliance**-Work on a 10 year strategic plan in 2019.

**Hidden Valley**-We still have no representation to attend the meetings. Talk of doing a rotation for member to attend. S Peterson stated the meetings aren't all that long-they are just not close by.

The magazine is going to print soon. Juneau County is on the cover.

**ITBEC**-December meeting is December 7<sup>th</sup> at the Sparta American Legion. They will recap the year. They ask those who received grants for 2018 come and talk about how they worked for them.

2019 they are looking at a different way to brand themselves.

**Agenda Items for next month:**

Advisory members for the board.

Brochure for county parks.

Steve's contract and the forming of the ED Corporation

Follow up with tourist magazine on the contract for next year.

**Next Committee Meeting:** December 13<sup>th</sup>, 2018-Monroe County History Room

Motion to adjourn by M Halverson, second by D Berg. Meeting adjourned at 10:40 am.

Submitted by Lisa Hanson

## **MONROE COUNTY ECONOMIC DEVELOPMENT COORDINATOR REPORT – November 2018**

This time of year business recruitment and overall economic development work slows down a bit because of the holidays. I also was on vacation for a time in late November.

**PROSPECTS (updated from last month in bold) \*not in numerical order as some prospects are not listed because nothing new has happened with my work with them since last month's meeting.**

Continued activity with prospects. Some are in the next phases of looking at Monroe County as a viable location while others are gathering more information, scheduling site visits and looking for more incentives for their decision making process.

**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. **Pursuing other parcels of land around Tomah & South Pointe in Sparta. The lodging study that the Monroe County E.D. and cities of Sparta & Tomah partnered in has shown a real potential for additional hotel and lodging opportunities.**

**Prospect 2** – restaurant facility near the hospital/clinic location. Same reasons as the lodging interest. **Everything is on hold until the finalization of the lodging facility.**

**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. **Negotiations and incentive information continues to be gathered and analyzed. This is a very complicated recruitment because of the # of locations that continue to be moved around in their priority line-up each week and month. Not expecting any decisions by the company until late in the first quarter of 2019.**

**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. **Lost the prospect to South Dakota because of a huge incentive package that was offered them that we could not come close to matching.**

**Prospect 9** – manufacturing company looking seriously at Monroe County for over a year. **Lost the company to North Dakota as they received an incentive package that we could never meet.**

**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. **More discussions but nothing more than continued fact finding at this point.**

**Prospect 11** – working with a company already located in the County who is looking at expanding with a potential distribution center. **No further progress at this point. They are looking at all location options and only 1 will be chosen so it fits with their budget limits.**

**Prospect 13** – Looking at options in Sparta, Tomah, Cashton and Norwalk. **Putting off serious looks at the County until the first quarter of 2019. They have multiple sites to choose from across the country. We would just be one of many and the timing will be determined by their budgets and geographic needs.**

**Prospect 14** – manufacturing company that has come back to look at the County again. Looking at creating a state-wide franchise buyer which will take some time. **Having dialogue but many things would have to happen before they choose the County. Not expecting movement on this company until summer of 2019.**

**Prospect 16** – Health based company that is intrigued with the hospital/clinic project in Tomah. Initial talks look promising but a long ways to go. **Continuing productive talks and a County visit is being planned in early 2019. This company could go other directions with locating but trying to keep them focused at Monroe County.**

**Prospect 18** – Finalizing their patents on their product line which could be a game changer for organic, natural cleaning solutions. **Lots of areas recruiting this company, but we are staying in contact with them. We made the first cut, but a long ways to go yet. A long shot but talks continue.**

**Prospect 20** – health based company that is looking to expand and are intrigued about the new hospital/clinic/wellness campus being built in Tomah. Very early in discussions but they have targeted our area as a prime location for expanding their company/services. **Possible discussions to heat up again in 2019.**

**Prospect 21** – met with a prospect with a company that creates grocery locker systems to be placed in grocery desert areas. Monroe County could potentially be one of their trial run locations. **Touring their plant in Pewaukee on Dec. 11<sup>th</sup>. Very interested in doing a prototype in one of our small villages in the County.**

**Prospect 22 (new)** – working with a company that wants to create a frac sand company near Oakdale. Most of the early permitting work and meetings with the Town of Oakdale and the Village have taken place. **I plan to attend the Zoning Committee meeting on 12/17 to show support for the project that would bring a big financial impact to the County and create another 100 jobs.**

#### **IN THE WORKS**

**Cashton Day Care** – Project is moving forward and look for a County RLF request coming very soon.

**RLF/CDBG Transition** – continuing to work with the Dept. of Administration on the process of transitioning all the RLF & CDBG programs to the State over the next 2 years. Coordinating efforts with MRRPC as well.

**Tomah Healthcare campus** – both the Hospital & Clinic projects are progressing nicely. Looking for interest to pick up in the areas around those facilities right after the 1<sup>st</sup> of the year.

**Gen 3 Project** - Construction is really moving along and interior construction is now started as they've enclosed the building. On schedule.

**Connect Community** – renewing the agreement for 2019. Villages in the County want to continue the Connect Community program and are working on short and long term strategies for their business districts. All of them have some real changes and challenges ahead. This will be a big part of creating the Monroe County Economic Development Corporation by the end of 2019.

**Monroe County EDCT Marketing upgrades** – looking at revamping the current digital marketing tools with a new web site in 2019 along with creating a comprehensive portal to available land, buildings,

programs, etc that are available throughout the County. This will also include the villages becoming more active through the Connect Community program.

## MEETINGS

- **Monroe County Board Final Budget Hearing** – attended the meeting to speak to the Board about putting the E.D. Contract back into the 2019 budget, which was successfully done.
- **Jim Bialecki** – meeting to work on revising the E.D. Contract for 2019 along with getting the preliminary work started on creating a Monroe County Economic Development Corporation by the end of 2019.
- **Vision One Performance** – Conference call with company that will be presenting at the Monroe County E.D. Conference.
- **Predictive Search** – Conference call with company who will be a featured speaker at the Monroe County E.D. Conference.
- **7 Rivers Alliance “State of the Region” Luncheon** – attended meeting to get an update on the WISE Plan, Rising Stars and workforce approaches in 2019 and beyond.
- **Town of Portland** – met with the board to discuss having a digital presence with a new web site and networking with the E.D. efforts in the County.
- **WI Rural Partners Board Meeting** – getting preparations in place for the Summit in April 2019 in Rice Lake.
- **WDAC Board Meeting** – Continue working on the Downtown Day at the Capital in Madison on 3/12 talking with legislators and downtown cities with their concerns with lawmaking in the future, pertaining to BIDs and other programs.
- **SW-ITBEC meeting** – Sparta – looking at plans for 2019 and recapping successes of 2018 at our December meeting.
- **SBA Disaster office** – continued contact with them on getting all the information out on flood recovery assistance to our areas businesses and residents.
- **Community Venture Network** – met with 14 business prospects in the Twin Cities about expanding or relocating in Monroe County. The 2 days of meetings were very successful as I have already done follow up discussions with 8 of the companies. Looking for more progress with all of them as we go into the new year.

**MONROE COUNTY ECONOMIC DEVELOPMENT CONFERENCE** – continued work on conference, finalizing topics, sessions, marketplace with speakers, sponsors and special invited guests. Dates for the conference is Feb. 27-28, 2019 at Three Bears Resort – Warrens. More details will be given during the December EDCT Committee meeting.

Submitted by:



Steve Peterson  
Monroe County E.D. Coordinator