



MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

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**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, November 14th, 2019

Agenda

1. Call to order/Roll Call
2. Tour/Business Spotlight
3. Next Month's Meeting Date/Time/Location
4. Approval of minutes of October 17, 2019 Meeting
5. Financials/Invoices
6. EDCT Committee 2020 Plans
7. County Budget Update
8. Go Monroe County Activities Guide
9. County Administrator Report
10. EDCT Coordinator Report
11. 5 Minute Reports
 - Sparta Chamber
 - Tomah Chamber
 - 7 Rivers Alliance
 - Hidden Valleys
 - ITBEC
 - Local History Room
 - Fort McCoy
12. Upcoming Events/Activities Around the County
13. Adjournment

Nodji VanWychen, Chair

Date Posted: November 6, 2019

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: Kevin Ravenscroft

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

Economic Development Coordinator: Steve Peterson

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 – 10-17-19 – Wisconsin Cranberry Discovery Center - Warrens**

PRESENT:

Committee Board Members (CB): Nodji Van Wychen; Dean Peterson; Mark Halverson

Citizen Members (CM): Ryan Egstad – Egstad Insurance & Investments

Advisory Members (AM): Tonya Townsell – Ft. McCoy

Economic Development & Tourism Coordinator: Steve Peterson

Absent: Kevin Ravenscroft – Timberwood Bank (CM); John Hendricks – Sparta Chamber of Commerce (AM); Tina Thompson – Tomah Chamber of Commerce (AM); Tina Osterberg – County Administrator; Jarrod Roll – Local History Room (AM)

The meeting was posted in accordance with the open meeting law.

Meeting was called to order at 9:00am by Chair Nodji Van Wychen. Roll call was taken.

- **Next Month's Meeting** – Thursday, November 14 – 9:00am – TBD - Sparta
- **Minutes** – Motion by D. Peterson to approve the minutes. Second by M. Halverson. Motion carried.
- **Financial/Invoices** – there were no invoices or action.
- **EDCT Committee 2020 Plans** – County Supervisors discussed that the County Budget plan was out, and D. Peterson had picked up his binder. D. Peterson said that the County EDCT Committee and the E.D. Coordinator contract with the increase was not included, including not even being flagged in the budget binder.

S. Peterson told the Committee that the past few weeks had been a time of reflection and considering recent comments from some County Board Supervisors he had received along with the endless stress of fighting for the contract the past few years, that he decided that he would fulfill the 2019 contract but would not sign a 2020 agreement, even if offered. He stated that the Board is very split with some supporting, some not supporting and some just not caring or staying uninformed about the E.D. efforts. He felt that his work was not appreciated and would not change by staying for another year.

S. Peterson stated that the E.D. budget is slated to be discussed with the County Finance Committee on Monday, 10/22 at 11am. M. Halverson said that he'd appear in front the Committee. S. Peterson was asked to give Halverson more insights to be highlighted at the finance committee meeting. S. Peterson stressed to the Committee that all services/resources end on 12/31/19. That includes all marketing tools, including the web sites for economic development and tourism and the County Economic Development Conference. S. Peterson said that he would work hard to secure any prospects before the end of the year, and any carry-overs to next year would be passed on to the communities the prospects there were looking at locating in. S. Peterson stressed that he would do whatever he could until the end of the year to make the transition as smoothly as possible. There were discussions of contracting S. Peterson on certain services in the future and he left it open to discussion. S. Peterson stressed that all economic development efforts over the past

7 ½ years goes away on 1/1/20.

D. Peterson took over for N. Van Wychen as Chair of the Committee for the duration of the Monroe County EDCT Committee meeting.

- **GO MONROE COUNTY Activities Guide RFP** – no discussion
- **MONROE COUNTY ECONOMIC DEVELOPMENT CONFERENCE** – no discussion after S. Peterson's announcement about not renewing his contract.
- **County Administrator's Report** – no report
- **Monroe County E.D. Coordinator Report**

Phase 1 – initial contact

1. Camper rental/customizing company – Tomah
2. Distribution Center – welding/metal materials – Tomah
3. Workforce Engagement company – Monroe County
4. Boat accessories company – Monroe County
5. Biomass Energy plant – Monroe County
6. natural vitamin/supplement distribution – Tomah
7. fishing equipment/guide superstore – Monroe County
8. Ice fishing vehicle manufacturer – Monroe County
9. insect organic fertilizer plant – Monroe County
10. Foreign employment service – Monroe County
11. medical software company – Tomah
12. metal coating fabrication – Monroe County
13. meat processing facility – Monroe County

Phase 2 – narrowing down potential locations and/or site visits

1. Transfer/distribution center – Tomah
2. Food processing plant – Sparta
3. Hydroponics plant – Cashton
4. Distribution center – Tomah
5. Food flavoring coating plant – Monroe County
6. Organic compost company – Cashton/other rural areas
7. Multi-use complex – Cashton

Phase 3 – in the finals

1. Coffee additive company – Cashton
2. Industrial Hemp CBD Oil Processing – Kendall
3. Corn Board processing plant – Sparta/Tomah/Kendall
4. Dollar General - Kendall
5. Hotel – Tomah
6. Restaurant/Bar & Grill – Tomah

IN THE WORKS

Community Venture Network – Traveled to the Twin Cities on 8/8 and met with 14 prospects. 8 of them I'm doing follow-ups currently.

Elroy-Sparta Bike Trail – Kendall Depot – worked with the DNR and the Village of Kendall Board on final lease agreement with the Kendall Depot. This included mass cleaning/repairs on the building and grounds along with the inside of the Depot. The Depot opened on Labor Day weekend, selling passes and passing out bike trail information. Because of the late season opening, hours will be limited with a few weekend activities. The agreement is for the entire 2020 season when more things will be planned.

South Pointe Business Park – Sparta –The AMS Micromedical building is finished and the transferring of equipment is continuing. A new Martin Warehousing building is progressing well and they expect to move into that facility by late fall. Working with 2 other prospects that are looking at potential expansions in Wisconsin, specifically at South Pointe.

Financial institutions coming to Tomah – Union Bank has begun construction on their new location. The 1st Community Credit Union building is under construction as well.

Sparta building recruitment – a large building will become available and have started to recruit businesses to look at that venue for future relocation or expansion.

St. Mary's Ridge Creamery building – recruiting businesses for this building.

Cashton Feed Mill/Tobacco Warehouse buildings – working with potential developers to tear down the buildings and build a multi-use facility mixing in light manufacturing, retail and housing.

Monroe County Campground Brochure – new guide for campgrounds & rustic lodging in the County has been printed. Includes new layout, updated information and amenities grid.

MEETINGS

- Testifying – Assembly Transportation Committee - Madison
- WI Downtown Action Council Board Meeting – Milwaukee
- Hidden Valleys Board meeting – Darlington
- Map-N-Tour – 3D mapping updating & marketing
- WI Rural Partners Board meeting – Tomah
- Kendall Water Treatment Plant Grand Opening
- D.N.R. meetings – Kendall
- Partners for Rural America Conference – Springfield, Illinois
- 7 Rivers Alliance Board meeting – Camp Douglas
- 9 – Bio-Sunn conference calls regarding their project in Monroe County
- WEDC Board meeting – Madison
- Prospect conference call with developers
- ECO-DEVO meeting – La Crosse
- Aptiv Meeting – Sparta
- SW-ITBEC meeting – Sparta
- WEDA Fall Conference – Stevens Point
- WEDC Fall Summit – Green Bay

• 5 Minute Reports

- **Tomah Chamber** – no report
- **7 Rivers Alliance** – S. Peterson reported that the Rising Stars are not being announced showcasing the young professionals in the area.

- **Hidden Valleys** – S. Peterson reported that magazine sales are still being finalized and the app is being marketed throughout the area.
- **SW-ITBEC** – S. Peterson reported that branding was still on the agenda, but nothing new to report.
- **Local History Room** – no report
- **Fort McCoy** – T. Townsell reported that constructions on the Gates continue. Gate 20 will be open in mid-November and the Main Gate in mid-December. Training and range improvements continue. Townsell said that lots of training and growth in training exercises continue, especially with the cold weather training continues. There has been conflicting reports on the water quality on the base. The drinking water wells are in great shape. The monitoring wells catch the toxins from foam fire protection training. Townsell said the 3rd Saturday in May is Armed Forces Day. She also stated that the expanded Commemorative Area schedules were a big hit.
- **Sparta Chamber** – no report
- **Upcoming Events/Activities Around the County** – no report
- **Agenda Items for next month:**
 - County Budget update
 - EDCT Committee 2020 Plans

Motion by D. Peterson to adjourn. 2nd by M. Halverson. Meeting adjourned at 10:27am.

Submitted by:



Steve Peterson

MONROE COUNTY ECONOMIC DEVELOPMENT COORDINATOR REPORT – November 2019

***announced at the October Monroe County EDCT Committee meeting, based on the County ED Coordinator contract not being in the 2020 budget much less having any increase, I informed the Committee that I will end my contract with the County on 12/31/19.**

This will have a bearing on these reports as I intend to fulfill the contract year and wrap up current prospect work and hand off any pending prospects on to the Cities or Villages they are looking at as potential landing spots before the end of the year.

PROSPECTS

Phase 1 – initial contact

1. Workforce Engagement company – Monroe County
2. Biomass Energy plant – Monroe County
3. natural vitamin/supplement distribution – Tomah
4. Ice fishing vehicle manufacturer – Monroe County
5. insect organic fertilizer plant – Monroe County
6. Foreign employment service – Monroe County
7. medical software company – Tomah
8. metal coating fabrication – Monroe County
9. meat processing facility – Monroe County

Phase 2 – narrowing down potential locations and/or site visits

1. Transfer/distribution center – Tomah
2. Food processing plant – Sparta
3. Multi-use complex – Cashton

Phase 3 – in the finals

1. Coffee additive company – Cashton
2. Industrial Hemp CBD Oil Processing – Kendall
3. Corn Board processing plant – Sparta/Tomah/Kendall
4. Hotel – Tomah
5. Restaurant/Bar & Grill – Tomah
6. Convenience Store – Monroe County

IN THE WORKS

Elroy-Sparta Bike Trail – Kendall Depot – co-hosted a very successful community wide Halloween Party at the Depot. Will become an annual event. Working on event calendar already for next year's bicycle season, with marketing and trade show appearances.

South Pointe Business Park – Sparta –AMS Micromedical had its ribbon cutting. The 100,000 sq. ft. Martin Warehousing building is progressing well and they expect to move into that facility by late fall. Brooks Equipment has secured their new location and will begin construction in 2020.

Financial institutions coming to Tomah – Union Bank has begun construction and the 1st Community Credit Union buildings are progressing well and will be open before the end of the year.

Cashton Feed Mill/Tobacco Warehouse buildings – working with potential developers to tear down the buildings and build a multi-use facility mixing in light manufacturing, retail and housing.

MEETINGS

- Attended – Economic Indicators Breakfast – La Crosse
- Attended – WEDA Fall Conference – Stevens Point – sit on the WEDA Board of Directors representing Monroe County
- Attended – WI Rural Partners Summit Sub-committee meeting – Marshfield – sit on the WRP Board of Directors representing Monroe County
- Presentation – Mississippi River Regional Planning Commission meeting – La Crosse
- Attended – WI Downtown Action Council Summit – Green Bay – sit on the WDAC Board of Directors representing Monroe County
- WRP Board of Directors Meeting
- 8 – Bio-Sunn meetings & conference calls
- Testifying – Assembly Joint Ag Committee - Madison
- Attended – Hidden Valleys Board of Directors meeting – Richland Center – representing Monroe County
- Digital marketing strategy meeting – WI Cranberry Discovery Center
- 7 Rivers Alliance Board of Directors meeting – representing Monroe County
- Land Broker meeting – potential client options for properties available in Monroe County
- Aptiv Meeting – Sparta – co-sponsoring a Workforce Solutions Luncheon & Forum – Nov. 6th – Jake’s Northwoods
- SW-ITBEC meeting – Sparta
- Market & Johnson meeting – discuss future projects in Monroe County

Submitted by:



Steve Peterson
Monroe County E.D. Coordinator