



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM 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, June 10, 2021

****PUBLIC:** Due to the COVID-19 Pandemic, please access this meeting remotely:

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll

Meeting Number: 187 727 4100

Access Code: 187 727 4100

Password: EDTC

Agenda

1. Call to order/Roll Call
2. Minutes Approval of May 13, 2021
3. 5 Minute Reports
 - *NOTE: Upcoming events/activities around the county should be mentioned along with your 5 minute Report***
 - Monroe County Land Use Planner – Roxie Anderson
 - EMS Monitor System Update
 - 7 Rivers Alliance – Chris Hardie
 - Mississippi River Regional Planning Commission – Dave Bonifas
 - Hidden Valleys – Rob Wilson
 - Fort McCoy – Tonya Townsell
 - Sparta Chamber – Heidi Prestwood
 - City of Sparta – Todd Fahning / Mark Sund
 - Tomah Chamber – Tina Thompson
 - City of Tomah – Bradley Hanson
 - Local History Room – Jarrod Roll
 - ITBEC - International Trade, Business and Economic Development Council – Nodji VanWychen
 - Additional Area Events
4. Financials/Invoices
5. County Administrator Report
6. Website Merge Review/Update
7. Broadband Discussion
8. Bike Repair Stations Update
9. Citizen Member Vacancy - Discussion
10. Next Month's Meeting Date/Time/Location
11. Next Month's Agenda Items
12. Adjournment

Ron Luethe, Committee Chair

Date Posted: June 3, 2021

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

Committee Members: Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Terry Green, Tucker Gretebeck

Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

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

Monroe County Economic Development and Tourism Committee

May 13 2021 9:00 a.m. Monroe County Board Assembly Room

Present Committee Members: Chair Ron Luethe, Nodji VanWychen,

Citizen Members: Tucker Gretebeck

Advisory Members: Heidi Prestwood, Roxie Anderson, Jarrod Roll, Tonya Townsell, Chris Hardie, Tina Thompson

Special Guest Renee Coles, Consumers Affairs Outreach Specialist, Federal Communications

Commission- Emergency Broadband Benefit Opportunity

Others: Tina Osterberg, Adrian Lockington, Richard Folkedahl, Erika Culpitt, Bradley Hanson, Dave Bonifas

Absent: Brett Larkin, Rob Wilson, Terry Green

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

Roll Call- Introductions

Minutes Approval- Motion by Nodji VanWychen second by Ron Luethe to approve April 8, 2021 meeting minutes and special meeting minutes on April 26th, 2021. Carried 2-0

Renee Coles, FCC Federal Communications Commission-Presentation: Emergency Broadband Benefit-

FCC temp discount on monthly broadband bills- overview of who is eligible. Lifeline another program gets up to 9.25 on phone bill. Go to [FFC.gov/broadbandbenefit.com](https://fca.gov/broadbandbenefit.com) for more information-

5 Minute Reports

Additional Area Events/Guest- Sparta Butterfest, Erica Culpitt,

- Comments with this year's festivities and events throughout the weekend.

Monroe County Land Use Planner- Roxie Anderson

- Comments on Weather Monitor System Stations Update- Little La Crosse and Kickapoo Watersheds. Working with National Weather Station with the data and webpage for public to view. Shows Data and discusses protocols that have been implemented and what is still in process.
- Comments on the Buyout Grants and property updates

7 Rivers Alliance- Chris Hardie

- Update on relief and package to help businesses. State Budget status. Comments to Broadband, housing, child care.

Fort McCoy- Tonya Townsell-

- Comments on Broadband and Spectrum- in relation to Fort McCoy population base. Comments on Fish Deliveries and well stocked.
- Campground open is open for the season
- Armed Forces Day Open House is not happening due to Covid-19. Extending the Commemorative Area Hours to be able to see serve that opportunity.
- Updates on new Barrack Building

Sparta Chamber- Heidi Prestwood-

- New Guide available from Chamber, Updates on going to more digital formats vs. print.
- Will be creating a new website.
- Provides updates on the upcoming events in the area. Music, entertainment, shopping, sporting events.

Tomah Chamber- Tina Thompson-

- Updates on Ribbon Cuttings, new members joining,
- Event updates, music, farmers market
- Fire Dept. 150th year anniversary.
- ATV/UTV parade.
- Workforce Crisis and options

Local History Room- Jarrod Roll-

- Updates on the Wegner Grotto Park and attendance.
- Bus Tours
- No longer requiring reservations.
- Comments that the Deke Slayton Museum Invested in a Billboard on I-90, this now this helps with visitors as well

ITBEC- Nodji VanWycken – next meeting in June, will have a report then

MRRPC- Monroe County is a member- Dave Bonifas

- Add to meeting list
- Partnering with small business webinars. Hosting event in Monroe County in July. New revolving loan fund, through cares act for business retention or job creation, interest rates of around 1%- this loan, not grant. Updating EDA- will do report with members and eligible for EDA grants. Will be reaching out to build those strategies and what needs to be addressed.
- Comments that the Current Representatives for Monroe County for MRRPC are:
 - Cedric Schnitzler
 - Sharon Folcey
 - Jim Kuhn- and currently the Chairman of the Board for MRRPC

Financials/Invoices- Tina Osterberg

Paid \$300.00 Web Hosting Fee for April- this is the annual fee

Credit Card purchases will come through for those charges on the Bike Repair Station

County Administrators Report- Tina Osterberg

- Update with Rolling Hills Building Project.
- CCTF meetings, Tammy Baldwin and Ron Kind attended. Climate Readiness was same day. LT Gov. Mandela Barnes spoke. Monroe County is the Pilot to this program.
- Broadband assessment advisory committee will have first meeting May 25th at 6pm.
- American Rescue Plan information released, but Finance will have discussion next week.

Website Merge Review/Discussion- Adrian Lockington

- Provides update, site is up and running. Business and community members are reaching out to add information to sites. Small maintenance has been done and is user friendly. Have reached out to Pat Mulvaney for possible article in paper.

Broadband Discussion- Special Committee

- Chair Ron Luethe comments to the overall reason of the committee- lists the members and their backgrounds to represent the issue. Open meetings- anyone can attend.

Bike Repair Stations Update-

- Chair Ron Luethe comments was able to purchase the material for the 3 sites to get installed. Local communities are donating and volunteering. Great work, Nodji is finding a spot in Warrens for that final one that is located at the Chamber.

Citizen Member Vacancy- Discussion-

- Walt Weiland has resigned. Open for suggestions, Send any suggestions to Ron Luethe.

Next Month's Meeting Date Thursday June 10th, 9:00 a.m. in Monroe County Board Assembly Room

Next Month's Agenda Items-

Bike Repair Station Update

Motion to adjourn by Nodji VanWychen second by Ron Luethe- Carried 2-0 10:56 a.m.

Recorded by Adrian Lockington
Administrative Office Specialist