



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

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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, July 8, 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: 146 117 8694 **Access Code:** 146 117 8694
Password: Meeting

Agenda

1. Call to order/Roll Call
2. Minutes Approval of June 10, 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
 - 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. 2021 Remaining Budget – Discussion/Action
6. 2022 Budget – Discussion/Action
7. Marketing/Promotions – Discussion/Action
8. Brochures/Maps – Discussion/Action
9. County Administrator Report
10. Broadband Discussion
11. Bike Repair Stations Update
12. Next Month's Meeting Date/Time/Location
13. Next Month's Agenda Items
14. Adjournment

Ron Luethe, Committee Chair

Date Posted: July 1, 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, Maila Kuhn

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/>

Economic Development & Tourism Committee Meeting

June 10 2021 9:00 a.m. Monroe County Board Assembly Room

Present: Committee Members: Chair Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Terry Green, Tucker Gretabeck

Advisory Members: Roxie Anderson

Others: Mila Kuhn, Dave Bonifas, Tina Osterberg, Adrian Lockington

Absent: Jarrod Roll, Tonya Townsell, Heidi Prestwood, Chris Hardie, Bradley Hanson

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

Motion by Brett Larkin second by Nodji VanWychen for the approval of the May 13, 2021 meeting minutes. Carried 2-0.

Ron Luethe begins meeting with a Congratulations to Hidden Valleys President- Rob Wilson was appointed recently.

5-Minute Reports

- Monroe County Land Use Planner- Roxie Anderson- Updates on Weather Stations, FEMA Grant, Voluntary Buyout.
- Mississippi River Regional Planning Commission- Dave Bonifas- Updates on Small Business Development center holding webinars. Monroe County meeting July 7th at the Monroe County Board Assembly Room- agenda for small business that needs assistance with websites.
- Hidden Valleys- Rob Wilson Updates- Advertisements compared to last year. Hired 2 new sales people – Vernon County & Juneau / Richland County. Looking for Office Manager, Sandy is looking to retire. Travel Shows is on the agenda for this month's meeting for Travel Wisconsin State Fair.
- ITBEC- Nodji VanWychen. Met at American Legion, looking for new County Members- presently two members Monroe & Jackson. \$2500 annual fee to be a member. Seeking project/applications for Grant from ITBEC- ECD or Tourism can apply.
- Additional Area Events: WCA Coordinator for ITBEC- Reported State matters. Attending County Convention in La Crosse in September. Looking to do a Memorial to Sharon Folcey at the Leon Community Center.
- Additional Area Events: Numerous Events happening in Monroe County

Financials/Invoices: Tina Osterberg, Administrator

May: Equipment for Bike Stations, Mileage: Rob Wilson. Comments on Marketing/Promotions Accounts- suggestions on discussion at the next meeting along with Budget.

Administrator Report- Tina Osterberg

- American Rescue Plan funds. Will be at Finance Committee for further discussion.
- Rolling Hills- Groundbreaking in May- Earthwork has begun. Week of County Board will be pouring footers. Bid Pack 2 out for 6 work scopes. Bid Opening June 23rd and later awards will be that evening at County Board.
- Members of County, City officials, etc. Toured Fort McCoy and took part in a Stimulation. It was exciting to visit and participate in those events.
- Broadband Special Committee kicked off in May- will discuss further on agenda
- CCTF met last Wednesday. Had a presentation on Soil Health from Jay Fuiher.

Website Merge Review/Update- Adrian Lockington

- Website contracted Services under Tourism- \$1100 remaining. Maintenance has been done by Adrian Lockington, no need to have paid services for additional work yet.
- Budget Discussion- 2019 Go Monroe County- currently this is main request from website.
- Comments topic would no longer be necessary for reoccurring monthly agenda item.

Broadband Discussion- Ron Luethe Updates

Thanks Roxie Anderson on Broadband Grant information. Through the PSC and Federal American Rescue Plant Broadband Access Grant. Awards will be announced in the fall. Committee met for the first time May 25th, 2021. Had presentation by Taylor County. Next Meeting will be June 17th at 5:00 p.m. in the Monroe County Board Assembly Room. On the agenda is 4 presentations by vendors that can discuss needs in Monroe County.

Bike Repair Stations - Ron Luethe Updates

- Bike Stations are installed at Norwalk and Wilton. Ron will get pictures to add to EDT website.

Citizen Member Vacancy-

- It is required to have action on the agenda to take to Full County Board. July meeting will have discussion/action and motion for vacancy and recommendation of Mila Kuhn.

Next month meeting date will be Thursday, July 8, 2021 9:00 a.m. in the Monroe County Board Assembly Room.

Next month agenda

- 2022 Budget discussion/action
- Citizen Advisory discussion/action
- Marketing/Promotions discussion/action
- Brochures/Maps discussion/action

Motion by Nodji VanWychen second by Brett Larkin to adjourn the meeting at 9:59 a.m. carried 2-0.

Recorded by: Adrian Lockington
Administrative Office Specialist



MONROE COUNTY BUDGET ANALYSIS: 20211 :2021 ANNUAL BUDGET

Accounts For: TOURISM

ORG	OBJECT	PROJECT	ACCOUNT DESCRIPTION	2018 ACTUAL	2019 ACTUAL	2020 ORG BUDGET	2020 REVISED BUDGET	2020 ACTUAL	2021 PROJECTED
16700000	515700		ED & TRAIN	-	-	500.00	500.00	-	-
16700000	521340		CONTR SERV	300.00	-	1,300.00	2,600.00	273.09	1,400.00
16700000	532100		MRKT PROMO	625.00	1,042.25	1,000.00	1,000.00	-	6,500.00
16700000	532150		BROCHR MAP	1,750.00	2,950.00	2,500.00	2,500.00	1,000.00	2,500.00
16700000	532500		DUES	-	-	100.00	100.00	-	-
16700000	533010		CONF/SEM	-	-	300.00	300.00	-	-
16700000	533200		MILEAGE	-	-	104.00	104.00	-	-
Total				2,675.00	3,992.25	5,804.00	7,104.00	1,273.09	10,400.00

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20211 2021 ANNUAL BUDGET

ACCOUNTS FOR:

ECON DEV COMMERCE & TOURISM

	VENDOR	QUANTITY	UNIT COST	2021 ADMIN
TOTAL OFFICE ADMINISTRATIVE COSTS				.00
TM600	PROGRAM COSTS			
16700000	532100	- MARKETING & PROMOTION		6,500.00 *
		1.00	1,000.00	1,000.00
		1.00	5,500.00	5,500.00
		PRINT ADVERTISING		
		MISCELLANEOUS MARKETING & PROMOTION EXPENDITURES		
16700000	532150	- MONROE COUNTY BROCHURE & MAP		2,500.00 *
		1.00	1,500.00	1,500.00
		1.00	1,000.00	1,000.00
		MONROE COUNTY PUBLICATION		
		POSTAGE PAID TO SPARTA AND TOMAH CHAMBERS TO DISTRIBUTE 2021 GO MONROE CO WISCONSIN VISITOR'S GUIDE		
TOTAL PROGRAM COSTS				9,000.00
TM613	PROFESSIONAL SERVICES			
16700000	521340	- CONTRACTED SERVICES		1,400.00 *
		1.00	1,000.00	1,000.00
		1.00	400.00	400.00
		WEBSITE UPDATES		
		WIX ANNUAL FEES		
TOTAL PROFESSIONAL SERVICES				1,400.00
TOTAL REVENUE				.00
TOTAL EXPENSE				10,400.00
GRAND TOTAL				10,400.00

** END OF REPORT - Generated by TINA OSTERBERG **



MONROE COUNTY BUDGET ANALYSIS: 20211 :2021 ANNUAL BUDGET

Accounts For: HIDDEN VALLEYS

ORG	OBJECT	PROJECT	ACCOUNT DESCRIPTION	2018 ACTUAL	2019 ACTUAL	2020 ORG BUDGET	2020 REVISED BUDGET	2020 ACTUAL	2021 PROJECTED
16701000	532100		MRKT PROMO	2,805.00	2,805.00	2,805.00	2,805.00	2,805.00	2,805.00
16701000	532500		DUES	2,680.36	2,680.36	2,681.00	2,681.00	2,680.36	2,681.00
16701000	533010		CONF/SEM	-	-	127.00	127.00	-	-
16701000	533200		MILEAGE	-	711.48	1,092.00	1,092.00	313.04	1,040.00
Total				5,485.36	6,196.84	6,705.00	6,705.00	5,798.40	6,526.00

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 2021 2021 ANNUAL BUDGET

ACCOUNTS FOR:

ECON DEV COMMERCE & TOURISM

VENDOR QUANTITY UNIT COST 2021 ADMIN

16701000 HIDDEN VALLEYS

HV400 CONF / EDUCATION & TRAVEL

16701000 533200 - MILEAGE

12 MEETINGS @ APPROX 166 MI EACH

2,000.00

.52

1,040.00 *

1,040.00

TOTAL CONF / EDUCATION & TRAVEL

HV600 PROGRAM COSTS

1,040.00

16701000 532100 - MARKETING & PROMOTION

HIDDEN VALLEYS ADVERTISING

1.00

2,805.00

2,805.00 *

2,805.00

16701000 532500 - DUES

COUNTY POPULATION 44,683 X \$.06 PER
CAPITA

44,683.33

.06

2,681.00 *

2,681.00

TOTAL PROGRAM COSTS

5,486.00

TOTAL REVENUE

.00

TOTAL EXPENSE

6,526.00

GRAND TOTAL

6,526.00

** END OF REPORT - Generated by TINA OSTERBERG **



MONROE COUNTY BUDGET ANALYSIS: 20211 :2021 ANNUAL BUDGET

Accounts For: ECONOMIC DEVELOPEMENT

ORG	OBJECT	PROJECT	ACCOUNT DESCRIPTION	2018 ACTUAL	2019 ACTUAL	2020 ORG BUDGET	2020 REVISED BUDGET	2020 ACTUAL	2021 PROJECTED
16702000	521340		CONTR SERV	80,000.00	80,000.00	-	-	-	-
16702000	532100		MRKT PROMO	7,325.00	6,565.00	7,000.00	7,000.00	5,973.08	6,920.00
16702000	532500		DUES	2,056.67	2,256.67	2,295.00	2,295.00	315.00	640.00
16702000	533010		CONF/SEM	3,000.00	3,000.00	3,000.00	3,000.00	-	350.00
16702000	533200		MILEAGE	-	-	52.00	52.00	-	-
Total				92,381.67	91,821.67	12,347.00	12,347.00	6,288.08	7,910.00

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20211 2021 ANNUAL BUDGET

ACCOUNTS FOR:

ECON DEV COMMERCE & TOURISM

VENDOR QUANTITY UNIT COST 2021 ADMIN

16702000 ECONOMIC DEVELOPEMENT

ED400 CONF / EDUCATION & TRAVEL

16702000 533010 - CONFERENCE/SEMINARS				350.00 *
WISCONSIN ECONOMIC DEVELOPMENT	1.00	350.00		350.00
ASSOCIATION GOVERNORS CONFERENCE				

TOTAL CONF / EDUCATION & TRAVEL

350.00

ED600 PROGRAM COSTS

16702000 532100 - MARKETING & PROMOTION				6,920.00 *
MARKETING AND PROMOTION	1.00	5,500.00		5,500.00
WEBSITE	1.00	1,420.00		1,420.00
-GO DADDY RENEWAL (\$20)				
-WIX ANNUAL PAYMENT AND UPDATES (\$400)				
-REGULAR WEBSITE UPDATES (\$1,000)				

16702000 532500 - DUES				640.00 *
7 RIVERS ALLIANCE	1.00	315.00		315.00
WISCONSIN ECONOMIC DEVELOPMENT	1.00	325.00		325.00
ASSOCIATION (WEDA)				

TOTAL PROGRAM COSTS

7,560.00

TOTAL REVENUE

.00

TOTAL EXPENSE

7,910.00

GRAND TOTAL

7,910.00

** END OF REPORT - Generated by TINA OSTERBERG **



MONROE COUNTY BUDGET ANALYSIS: 2021 :2021 ANNUAL BUDGET

Accounts For: SOUTHWEST ITBEC

ORG	OBJECT	PROJECT	ACCOUNT DESCRIPTION	2018 ACTUAL	2019 ACTUAL	2020 ORG BUDGET	2020 REVISED BUDGET	2020 ACTUAL	2021 PROJECTED
16703000	532500		DUES	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00
Total				2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20211 2021 ANNUAL BUDGET

ACCOUNTS FOR:

ECON DEV COMMERCE & TOURISM

VENDOR

QUANTITY

UNIT COST

2021 ADMIN

16703000 SOUTHWEST ITBEC

IB950 GRANTS & CONTRIBUTIONS

16703000 532500 - DUES

1.00

2,500.00

2,500.00 *
2,500.00

TOTAL GRANTS & CONTRIBUTIONS

2,500.00

TOTAL REVENUE

.00

TOTAL EXPENSE

2,500.00

GRAND TOTAL

2,500.00

** END OF REPORT - Generated by TINA OSTERBERG **

Distribution

As of September 10th, there are 9 boxes, 112 guides/box (1,008 total), remaining. Guides were distributed initially and then on an as-needed basis.

Quantity and locations of where guides were distributed:

Sparta	Box Qty	Cashton	Box Qty
Sparta Family Restaurant	15	Central Express	3
Arbys/Cenex	14	Badger Crossing	1
Kwik Trip, Hwy 27	6	Old Country Cheese.....	2
Kwik Trip, Hwy 16	6	Pasture Pride	1
Evans Print + Media Group	8	Von Ruden Meats	2
Country Inn & Suites	4		
Super 8	4	Ontario	
Best Nights Inn	3	Drifty's	2
Best Western Hotel.....	8	Kickapoo Wild Adventure	2
Hansons IGA.....	12	Mr. Duck's.....	2
Mobil Gas	4	Titanic Canoe Rental.....	2
Casey's.....	3	Cenex.....	1
El Vallarta	3		
West Side Wine & Spirits.....	2	Hillsboro	
Sparta Area Chamber of Commerce	10	Hotel Hillsboro	2
Eddie's Convenience Store	2	Cheese Store & More.....	2
Fox Hole Pub	1	Hillsboro Brewing Company.....	2
The Zone.....	2		
American Legion Post 100.....	1	Elroy	
VFW	1	Kwik Trip	3
Foss Locker.....	1		
BP Station on Hwy 16.....	3	Kendall	
Fort McCoy Campground.....	6	Farmers & Merchants Bank	1
AAFES	6	Cenex.....	1
Leon		Wilton	
Leon County Floors & More	1	Cenex.....	2
Cotter Pin	2	Farmers & Merchants Bank	1
		Hot Dog Place.....	1

Norwalk	Box Qty	Warrens	Box Qty
71 Express.....	3	Three Bears	11
Community State Bank	1	Jellystone	6
Longshot Saloon	3	Cranberry Gas Station.....	2
		Warrens Mall.....	2
Clifton		Cranfest office.....	2
Stage Coach Inn	2	Cranfest	2
		Wetherby Cranberry	2
Oakdale			
Love's.....	4	Other	
Subway	2	Beloit Travel Center	2
Laughing Larry's.....	2	Menomonie Welcome Center	1
Camp Douglas BP.....	2	Superior Welcome Center.....	2
		Prairie Du Chien Info Center.....	1
Tomah		Kenosha Area Visitor's Centers	2
Best Western	5	Platteville Visitor's Center	1
Kwik Trip Truck Stop	25	Marinette Visitor's Center	1
Tomah Chamber.....	4	Travel Wisconsin Welcome Center.....	2
Hampton Inn	2	Merrill Chamber of Commerce	1
Microtel	3	West Allis Library.....	1
Quality Inn	3		
Super 8	3		
AmericInn.....	3		
Kwik Trip North	1		
Kwik Trip South	2		
Hartland Mall	3		
Tomah Antique Mall.....	3		
Humbird Cheese.....	3		
Shooting Star Fireworks.....	2		
Cranberry Lodge	3		
Econolodge.....	3		
J&R Variety	5		
Tomah Cash Store	1		
Star Boutique.....	1		
Break Room.....	1		
Peking Restaurant	1		
Bertram's Jewelry	1		
The Station	1		