



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

AMENDED 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, August 12, 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: 146 237 2875

Access Code: 146 237 2875

Password: EDTM

Agenda

1. Call to order/Roll Call
2. Minutes Approval of July 8, 2021
3. At Approximately 9:30 a.m. - Greg Evans, Evans Print & Media Group, Go Monroe County Guide 2022 Presentation – Discussion/Action
4. 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 VanWycken
 - Additional Area Events
5. Financials/Invoices
6. Request for Line Item Transfer – Discussion/Action
7. 2021 Budget – Discussion/Action
8. 2022 Budget Presentation – Discussion/Action
9. Monroe County Broadband Consultant RFP – Discussion/Action
10. Monroe County Broadband Assessment Study RFP – Discussion/Action
11. WPR Advertisements – Discussion/Action
12. County Administrator Report
13. Meeting Location Outside Monroe County Assembly Room – Discussion/Action
14. Next Month's Meeting Date/Time/Location
15. Next Month's Agenda Items
16. Adjournment

Ron Luethe, Committee Chair

Date Posted: August 5, 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 VanWycken, 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

www.gomonroecountywi.com

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



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15. Adjournment

Ron Luethe, Committee Chair

Date Posted: August 4, 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

July 8, 2021 9:00 a.m. Monroe County Board Assembly Room

Present: Ron Luethe, Brett Larkin,

Advisory Members: Tonya Townsell, Heidi Prestwood, Jarrod Roll, Rob Wilson, Chris Hardie

Citizen Members: Maila Kuhn, Tucker Gretebeck

Others: Tina Osterberg, Adrian Lockington

Absent: Nodji VanWychen, Terry Green, Roxie Anderson

The meeting was called to order by Chair Ron Luethe at 9:08 a.m. in the Monroe County Board Assembly Room.

Approval of June 10, 2021 minutes: Corrections Noted-

- Name: Mila (Maila) typo; Administrator Report: stimulation (simulation) typo.

Motion by Jarrod Roll second by Brett Larkin to Approve of Corrected Meeting Minutes on June 10, 2021. Carried.

5 minute reports:

- 7 Rivers Alliance-Chris Hardie- Updates: worked with city of Sparta for potential client for the South Pointe Business Park. Happy to assist in the project and will continue to update as that develops. Our Region lacks child care and he is on statewide and regional committees that are looking at develop a pilot project. How to improve pay for the child care workers. Will be launching nominations for Rising Stars under age 40- these are nominations by region for exceptional people doing great work to improve communities. Regional office Wisconsin women's international...WWIBEC - Great Economic Development Resource to have in the area, opened an office in La Crosse. Continuing to get workforce development and challenges with staffing strategies and resources to assist that issue.
- Hidden Valleys- Rob Wilson- Updates: Advertising Sales begun and income from new advertisements. Filled the vacant office manager position. Hidden Valleys will attend this year's Wisconsin State Fair. Will have a weekend day in a booth shared with Travel Wisconsin. Expected to disburse about 400 guides. Comments on budget/mileage for Hidden Valleys. Questions about process & County Board presence at Hidden Valley meetings.
- Fort McCoy- Tonya Townsell- Provides updates with peak numbers, construction at Fort McCoy, training, vaccinations, high level visitors. Comments on the sanitization processes implemented and this will remain the normal. Campground continues to remain full, Commemorative area is open on Friday & Saturdays. Has Job openings in multiple areas.
 - Save the Date: August 26, 2021 5pm – 7 pm Community Appreciation night and all committee members will be invited, enjoy food, entertainment, door prizes, information on base, community leader engagement.

- Sparta Chamber- Heidi Prestwood- Updates on Upcoming Events- Concert in the Parks continues on Wednesday Evenings. MIMS concerts on Fridays with food truck. Genesis Archery July 16, 17th five city tour- falls during crazy days, brat sale and Sparta floral anniversary. Kayak rendezvous moved to July 24th. Comments on maps and suggestions for new and improved versions to include new bridges. Chamber put in bid to the available police department. Looking for solutions on the Depot as it is owned by the DNR. Options for what it can be turned into. Went to finance county and going to council next week.
- Tomah Chamber- Tina Thompson- Updates on concert series, Thursday evenings. Last week attendances was about 3000. Billboards up and getting great feedback. Golf outing next week, North American squirrel Association Squirrel Fest, Tomah Rotary Club rally for the record, Fire Department 150th year anniversary. Currently they are a staff of two and looking to hire administrative staff at the end of August. Suggestion on EDT Meeting schedules, meetings in the past used to be in different locations- a difference business or chamber office that included a tour. Makes suggestion to go back to this as it is beneficial.
- Local History Room- Jarrod Roll- Updates- large influx of visitation from outside of county citizens. Feels more like normal between 30-50 people coming. Seeing a return of bus tours booked later this month. Media attention for the bike trail. In communication with highway department and County owned property along major traffic and visible for possible billboards. Moving forward on locations and opportunities. Uncertain with traffic and visitors at the Wegner Grotto as of today.
- ITBEC- International Trade, Business and Economic Development Council- Nodji VanWycken- Absent. Maila Kuhn comments the next ITBEC meeting is next month. Still working on Sharon Folcey's memorial project and looking for ideas for the needs in the townships.

Financials/Invoices: Tina Osterberg, Administrator

- Will bring Line item transfer to next meeting to move funds for the Hidden Valleys mileage.

2021 Remaining Budget- Discussion/Action

- Design & Print New and Improved Maps- Dual Sided
- Purchase of Billboard- also place outside Monroe County to bring people here.
- Maila Kuhn comments to consider promoting Monroe County as a specific location as premier headquarter location for businesses. Conference Suggestion- hire company to plan and execute a conference to bring in businesses. Suggestion to not hold in February- Suggest March, April time

2022 Budget- Discussion/Action

- Ron comments keeping the budget for 2022 similar to 2021- make changes to mileage
- Hidden Valleys Dues- based on population
- Hidden Valleys Ad
- Next month will require motion/approval for budget.
- Greg Evans- Go Monroe County Guide will be at next month's meeting
- Website – no major changes
- Training/Conferences- Book Assembly Room for WEDA conference and attend

Marketing/Promotions- Discussion/Action

- Tucker Gretebeck comments on considering WPR Advertisements'. Tina Osterberg may have some information from past meetings. Chris Hardie comments Wisconsin life on WPR- THIS advertisement is essay/story submissions and is not a paid promotion.

Brochures/Maps- Discussion/Action

- Jarrod Roll states the Quote of 5000 brochures is \$875.00
- Hold on order for Parks Brochure as there are about 300 remaining.

Motion by Ron Luethe second by Brett Larkin to fund the reorder purchase of the museum brochure for \$875.00 for 5000 copies. Carried.

County Administrators Report-

- Updates on Rolling Hills Building Project Progress.
- Finance committee will be reviewing the ARPA fund policy review to request funds.
- Broadband Assessment meeting next Thursday July 15th- option to attend virtually, presentations and discussion/actions/recommendations

Broadband Discussion- Next Meeting July 15, 2021 at 5:00 p.m. in the Monroe County Board Assembly Room. Discussion on Study and Consult and presentations.

Bike Repair Station Update-Ron Luethe comments as there were 3 Bike stations purchased and currently 2 are installed. Village of Kendall will be pouring the cement pad for the final station. Will be compiling a Recognition and article for the hard work and donated time for everyone involved.

Next Month's Meeting will be Thursday August 12, 2021 at 9:00 a.m. in the Monroe County Assembly Room.

Next Month's Agenda Items

- Greg Evans, Printing- Go Monroe County Guide 2022
- Discussion/Meeting Location outside Monroe County Assembly Room
- WPR Advertisements
- 2021 Budget Discussion/Action
- 2022 Budget Discussion/Action

Adjournment

Motion by Brett Larkin second by Ron Luethe to adjourn the meeting at 11:47 a.m. Carried.

Recorded by: Adrian Lockington
Administrative Office Specialist

REQUEST FOR LINE ITEM TRANSFER

Date: 8/12/2021
Department: Economic Development & Toursim
Amount: \$ 510.00
Budget Year Amended: 2021

From Account

Org	Object	Project	Account Name	Current Budget	Transfer Amount	YTD Expenditures	New Budget
16702000	532100		Econ.Devel.Marketing&Promo	\$ 6,920.00	\$ 510.00	\$ 546.17	\$ 6,410.00
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
Total Transfer					\$ 510.00		

To Account

Org	Object	Project	Account Name	Current Budget	Transfer Amount	YTD Expenditures	New Budget
16701000	533200		Hidden Valleys Mileage	\$ 1,040.00	\$ 510.00	\$ 660.40	\$ 1,550.00
							\$ -
							\$ -
							\$ -
							\$ -
							\$ -
Total Transfer					\$ 510.00		

Explanation for Transfer: Rob Wilson is regularly attending both the monthly Hidden Valleys meeting and the Economic Development and Tourism meeting. Attendance in past years has been less regular, therefore the budget needs to be increased to cover the increased mileage for attendance of the meetings.

Department Head Approval



Governing Committee Approval

 If <= \$500:

Send to County Administrator's Office

COUNTY ADMINISTRATOR Approval:

_____ Date

If > \$500:

Send to County Clerk's Office

FINANCE COMMITTEE Approval given on :

Date

NEXT YEAR / CURRENT YEAR BUDGET ANALYSIS

PROJECTION: 20221 2022 ANNUAL BUDGET

FOR PERIOD 99

ACCOUNTS FOR:			2020	2021	2021	2021	2021	2022	
TOURISM			ACTUAL	ORIG BUD	REVISED BUD	ACTUAL	PROJECTION	DEPT	COMMENT
16700000	521340	CONTR SERV	2,773.09	1,400.00	1,400.00	300.00	1,400.00	650.00	
16700000	532100	MRKT PROMO	3,000.00	6,500.00	10,985.00	4,776.78	10,985.00	8,275.00	
16700000	532150	BROCHR MAP	1,000.00	2,500.00	2,500.00	.00	2,500.00	1,500.00	
TOTAL TOURISM			6,773.09	10,400.00	14,885.00	5,076.78	14,885.00	10,425.00	
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	2,681.00	2,681.00	2,680.36	2,681.00	2,681.00	
16701000	533200	MILEAGE	446.16	1,040.00	1,040.00	660.40	1,040.00	1,550.00	
TOTAL HIDDEN VALLEYS			5,931.52	6,526.00	6,526.00	6,145.76	6,526.00	7,036.00	
16702000	521340	CONTR SERV	.00	.00	.00	.00	.00	650.00	
16702000	532100	MRKT PROMO	6,473.08	6,920.00	6,920.00	546.17	6,920.00	5,500.00	
16702000	532500	DUES	315.00	640.00	640.00	650.00	640.00	650.00	
16702000	533010	CONF/SEM	.00	350.00	350.00	350.00	350.00	575.00	
TOTAL ECONOMIC DEVELOPEMENT			6,788.08	7,910.00	7,910.00	1,546.17	7,910.00	7,375.00	
16703000	532500	DUES	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	
TOTAL SOUTHWEST ITBEC			2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	
TOTAL REVENUE			.00	.00	.00	.00	.00	.00	
TOTAL EXPENSE			21,992.69	27,336.00	31,821.00	15,268.71	31,821.00	27,336.00	
GRAND TOTAL			21,992.69	27,336.00	31,821.00	15,268.71	31,821.00	27,336.00	

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

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20221 2022 ANNUAL BUDGET

ACCOUNTS FOR:

TOURISM	VENDOR	QUANTITY	UNIT COST	2022 DEPT
16700000 521340 -	WEBSITE	1.00	650.00	650.00 *
	-WEBTEAM HOSTING FEE \$150.00			650.00
	-WEBSITE UPDATES \$500.00			
16700000 532100 -	-PRINT ADVERTISING	1.00	8,275.00	8,275.00 *
	-GO MONROE COUNTY			8,275.00
	-RADIO ADVERTISING			
	-MISCELLANEOUS OTHER MARKETING & PROMOTIONAL EXPENDITURES			
16700000 532150 -	MONROE COUNTY PUBLICATION	1.00	1,500.00	1,500.00 *
				1,500.00
TOTAL TOURISM			10,425.00	

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20221 2022 ANNUAL BUDGET

ACCOUNTS FOR:
HIDDEN VALLEYS

	VENDOR	QUANTITY	UNIT COST	2022 DEPT	
16701000 532100 -	HIDDEN VALLEYS ADVERTISING	1.00	2,805.00		2,805.00 *
					2,805.00
16701000 532500 -	COUNTY POPULATION 44,683 X \$.06 PER CAPITA	44,683.33	.06		2,681.00 *
					2,681.00
16701000 533200 -	MILEAGE FOR HIDDEN VALLEYS REPRESENTATIVE TO ATTEND MONTHLY HIDDEN VALLEYS AND EDT MEETINGS.	3,100.00	.50		1,550.00 *
					1,550.00
TOTAL HIDDEN VALLEYS			7,036.00		

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20221 2022 ANNUAL BUDGET

ACCOUNTS FOR:		VENDOR	QUANTITY	UNIT COST	2022 DEPT	
ECONOMIC DEVELOPEMENT						
16702000	521340 -					650.00 *
	WEBSITE		1.00	650.00		650.00
	-WEBTEAM HOSTING FEE \$150.00					
	-WEBSITE UPDATES \$500.00					
16702000	532100 -					5,500.00 *
	MARKETING AND PROMOTION		1.00	5,500.00		5,500.00
16702000	532500 -					650.00 *
	7 RIVERS ALLIANCE		1.00	325.00		325.00
	WISCONSIN ECONOMIC DEVELOPMENT		1.00	325.00		325.00
	ASSOCIATION (WEDA)					
16702000	533010 -					575.00 *
	WISCONSIN ECONOMIC DEVELOPMENT		1.00	575.00		575.00
	ASSOCIATION GOVERNORS CONFERENCE					
TOTAL ECONOMIC DEVELOPEMENT				7,375.00		

NEXT YEAR BUDGET DETAIL REPORT

PROJECTION: 20221 2022 ANNUAL BUDGET

ACCOUNTS FOR:
SOUTHWEST ITBEC
16703000 532500 -

VENDOR	QUANTITY	UNIT COST	2022 DEPT
	1.00	2,500.00	2,500.00 *
			2,500.00

TOTAL SOUTHWEST ITBEC

2,500.00

TOTAL REVENUE

.00

TOTAL EXPENSE

27,336.00

GRAND TOTAL

27,336.00

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