

Monroe County Economic Development and Tourism Committee Meeting Monroe County Board Assembly Room Thursday, August 12, 2021

Present: Ron Luethe, Brett Larkin,

Citizen Members: Maila Kuhn, Tucker Gretebeck, Terry Green

Advisory Members: Jarrod Roll, Tonya Townsell, Rob Wilson

Others: Tina Osterberg, Adrian Lockington, Greg Evans, Richard Folkedahl, Cedric Schnitzler

Web Ex: Chris Hardie, Tina Thompson

Absent: Roxie Anderson, Heidi Prestwood, Nodji VanWychen

The meeting was called to order by Chair Ron Luethe at 9:01 a.m. in the Monroe County Board Assembly Room.

Motion by Brett Larkin second by Cedric Schnitzler to approve of the Meeting Minutes of the July 8, 2021 meeting. Carried

Greg Evans- Evans Printing, Topic: Go Monroe Guide

- Will be printing a guide for 2022- Ad Deadline November 15, 2021- Printing/Distribution Early January 2022. EDT purchased Full Page ad in previous years. Provides Price Sheets- cost has increased. Final Ad Proof could be on agenda for December meeting.
- Price for 2 Full Page Ad Center Fold= \$3000
- Can assist with design at no additional cost
- Question is who will pay for the shipping? \$1100 is a typical annual cost, Local Distribution is done by Greg Evans- ships by speedy as that is most economical.

5 minute reports

- Chris Hardie- Updates on Grant Funding and Economic Development – workforce challenges. Gov. announced the Badger Bounceback Grants, Housing and needs for Monroe County. Launched the rising stars programs- nominations of people under age 40 doing great things- annual event in October and November.
- Tina Thompson- Tomah Chamber- updates – concert series- Military appreciation night, Business after 5, Fire department Anniversary, Night Market, Still looking for extra staff.
- Hidden Valleys- Rob Wilson, Hidden Valley Updates- just completed time at the Wisconsin State Fair with Travel Wisconsin. In their booth they have additional organization comes in. Sparta Chamber was there the same day as Hidden Valley. Currently in the Middle of Advertisement sales. Advertisements- some new this year, as well as new sales representatives. Cost for ads- did not increase this year. Have not increased in the last 11years. Contract Due September 30th with Design due by end of October.
- Tonya Townsell- Fort McCoy Update- Gives updates on recent visitors- Community Appreciation Night August 26th from 5-7 pm. Decade update- completed – will have printed and available in few months. Commemorative area still open for summer. Camping has been great, doing tours to base from campground.
- Jarrod Roll- Local History Room Update- Pop up History along the bike trail. Brought to Wilton and Norwalk bike trail. Will do again next year. Visitation has been high on Saturdays

when it rains. Middle of the scavenger hunt with the Kiwanis club, Wegner Grotto- Art Outdoors this Saturday- this is year #7

- ITBEC-Ron Wilson attended—update on topics:
 - Broadband
 - Wisconsin Counties Association Conference Sept 26,27,28
 - Opioid lawsuit
 - American Rescue Act Funds

Financials/Invoices- Tina Osterberg- nothing to report this month

2021 Budget-

- Brochures- approved at July Meeting
- Maps- Spoke with Jeremiah in Land Records. Will be creating Maps as previously discussed. Gave a November 1 Deadline (fishing, kayak- ATV & Routes. Can work with Greg Evans and get estimate. Maps will be tri-fold and still need to be scaled.
- WPR Advertisements- Discussion/Action
 - Tina hands out price sheets from 2020 presentations.
 - Suggestion to have WPR come in and discuss the advertisement costs.

Line Item Transfer-

- Hidden Valleys Mileage- Asking \$510 from EDT marketing to Hidden Valley mileage to cover the rest of the year. Motion by Cedric Schnitzler second by Ron Luethe to move the \$510.00 Carried.

2022 Budget-

Discussion/Action-

Motion by Ron Luethe to approve the presented 2022 budget second by Cedric Schnitzler to approve the 2022 budget. Carried.

Monroe County Broadband Consultant RFP – Discussion/Action-

Monroe County Broadband Assessment Study RFP- Discussion/Action-

Chair Ron Luethe discusses the purpose of both of these RFP's and reason for those. Adrian Lockington provides overview of timeline and process.

Motion by Ron Luethe second by Cedric Schnitzler to approve both RFP's for the Consultant and Assessment Study to move forward and publish. Carried.

County Administrators Report- Tina Osterberg- Updates-

- Rolling Hills Building Project- recent weather has delayed project, will have 6 RFP's being released and at the September County Board Meeting. County Board members will tour project site before the September County Board meeting pending weather/conditions.
- Information on Opioid settlement- one approved in July and another one coming forward soon. Still no dollar amount for Monroe County, it is more statewide amounts at this time.
- Highway Department- presentation at the August County Board meeting for 5 road improvement projects over the next 3-4 years. There is a total of 4 projects with 1 alternate.

EDT Meeting locations outside of the Monroe County Board Assembly Room.

Discussion- Suggestion to have meetings at other locations quarterly. Chair requests location submittals to be sent to him. Continue discussion at next month's meeting.

Next month meeting will be Thursday September 9, 2021 in the Monroe County Board Assembly Room

Next Month Agenda Items

- WPR presentation
- Offsite meeting location
- Broadband Consultant and Broadband Assessment Study RFP's Resolution- Discussion/Action
- Go Monroe Guide, distribution fees, Design- Discussion/Action
- Hidden Valley Ad, Design- Discussion/Action

Motion by Ron Luethle to adjourn the meeting at 11:17 a.m. Carried.

Recorded by: Adrian Lockington
Administrative Office Specialist