

Monroe County Economic Development and Tourism Committee Meeting Monroe County Board Assembly Room Thursday, September 9, 2021

Present: Chair Ron Luethe, Nodji VanWychen, Bradley Hanson, Tonya Townsell, Richard Folkedahl,
Absent: Brett Larkin, Tina Osterberg, Tina Thompson, Rob Wilson, Roxie Anderson, Terry Green, Tucker
Gretebeck, Heidi Prestwood
WebEx: Adrian Lockington, Chris Hardie, Jarrod Roll, Abbey Nicewander-MRRPC, Jane Ritger - WPR

The Meeting was called to order by Chair Ron Luethe at 9:05 a.m. in the Monroe County Board Assembly Room.

Update: Chair Ron Luethe announces that Citizen Member Terry Green has been deployed to Fort McCoy and he will be absent until end of the year.

Motion by Maila Kuhn second by Ron Luethe to approve the meeting minutes from August 12, 2021 Meeting. Carried.

5 minute Reports

- Tonya Townsell - Fort McCoy - Provides overview of the Guests at the base and recent changes.
- Chris Hardie - 7 Rivers Alliance - Comments on Fort McCoy, housing and workforce. Rising Stars over 40 submissions. Reviewing those in the upcoming months. Working on Grant applications for funding for our area.
- Abbey Nicewander - MRRPC- working on the Bounce back Grant, small business web development Friday September 17, 2021. Gives update on data and maps that have information from 2019-2020 data.
- Brad Hanson – City of Tomah - Gives update on upcoming events, past events, development updates and expanding, TID updates, new businesses looking to come to Tomah.
- Jarrod Roll- Local History Room - Wegner Grotto Park and Art Outdoors recent event. Investigation to invest in a sign to put up on Monroe County property, working with Highway Department, Planning Department, and will be going to the Planning Commission to discuss further. Update on Brochures: order of 5000- Approved proof and order submitted.
- ITBEC- Nodji VanWychen - Met in August and Upcoming Meeting is in October. Will be updating membership and reviewing requests for funding. Dedication, Memorial Update for Sharon Folcey.
- Nodji VanWychen - Upcoming Warrens Cranberry Festival September 24-26, 2021. Changes this year: No shuttle Bus, No Bus Marsh Tours, No parade. Fall Harvest Day- October 2, 9a.m -12:00 p.m.

Jane Ritger from Wisconsin Public Radio Sponsorship Presentation-
Media Kit was supplied, broadcast throughout Wisconsin. Gives recommendation on suggested
air time- ED morning and afternoon, Tourism all day.
Fee= 68% broadcasting 32%-admin & fundraising
Committee will discuss further.

Hidden Valley Ad- Discussion-Design
Motion by Nodji VanWychen second by Ron Luethe to approve the ad cost for Hidden Valleys
for \$2805.00 as presented. Carried. Adrian will work on design concepts to present to
Committee at Octobers meeting. Ron will send email to committee's members to send
suggestions on ad design to Adrian no later than Friday September 24, 2021.

Go Monroe Guide- Greg Evans Ad- Distribution Cost- verbal amount presented at August meeting.
Distribution cost/details not disclosed on invoice. Further questions for Greg Evans to return- ad
deadline November 15th

2021 Budget= Discussion/Action – Further Discussion for October meeting
2022 Budget= Discussion/Action –Further Discussion for October meeting

Broadband Resolution(s) - Richard Folkedahl, Broadband Committee Member comments on the RFP's
and General Insurance requires for Monroe County. Committee is inviting local vendors Lemonwier and
Vernon Co-op to attend the next meeting on September 30, 2021.

Meeting location- outside the assembly room- Chair Ron Luethe comments that at this time meetings
need to remain in the Assembly Room.

Next month's meeting date October 14, 9:00 a.m. in the Monroe County Board Assembly Room

Next month's meeting Agenda Items

Greg Evans – Guest: Go Monroe Guide
Hidden Valleys Ad - Design Suggestions & Concept Review
2022 Budget- Discussion/Action

Motion by Nodji VanWychen second by Ron Luethe to adjourned at 11: 05 a.m. Carried.

Recorded by: Adrian Lockington
Administrative Office Specialist