



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

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, October 14, 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: 2495 194 9263 **Access Code:** 2495 194 9263
Password: Meeting

Agenda

1. Call to order/Roll Call
2. Minutes Approval of September 9, 2021
3. Greg Evans, Evans Print & Media Group – Go Monroe County Activities Guide Ad
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 VanWychen
 - Additional Area Events
5. Financials/Invoices
6. County Administrator Report
7. 2021 Budget – Discussion/Action
8. Go Monroe County Activities Guide Ad – Discussion/Action
9. Hidden Valleys Ad – Design Suggestions & Concept Review – Discussion/Action
10. Go Monroe Website – Discussion/Action
11. 2022 Budget – Discussion/Action
12. Next Month's Meeting Date/Time/Location
13. Next Month's Agenda Items
14. Adjournment

Ron Lueth, Committee Chair

Date Posted: October 7, 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 Lueth, 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

www.gomonroecountywi.com

www.gomonroecounty.com

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

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 October's 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