



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

8:30 a.m.

Tuesday, November 16, 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: 2494 390 4249 **Access Code:** 2494 390 4249
Password: Monroe

Agenda

1. Call to order/Roll Call
2. Minutes Approval of October 14, 2021
3. Guest Speaker, Jerry Exterovich, Office of Rural Prosperity, REVAMP (Rebuilding Vibrancy After a Major Pandemic) Program Specialist
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
 - Tomah Chamber – Tina Thompson
 - Local History Room – Jarrod Roll
 - ITBEC - International Trade, Business and Economic Development Council – Nodji VanWychen
 - Additional Area Events
5. County Administrator Report
6. Financials/Invoices
7. 2021 Budget – Discussion/Action
8. Monroe County Tourism Maps – Discussion/Action
9. Go Monroe Website Updates – Discussion/Action
10. Broadband Public Private Partnership Development – Discussion/Action
11. Resolution Enacting Monroe County Broadband Network Project Ordinance (Broadband Forward! Community Certification) – Discussion/Action
12. ARPA Funding – Broadband – Discussion/Action
13. ARPA Funding – Uniquely Wisconsin Campaign - Discussion/Action
14. Go Monroe County Activities Guide Ad Design Proof – Discussion/Action
15. Next Month's Meeting Date/Time/Location
16. Next Month's Agenda Items
17. Adjournment

Ron Luethe, Committee Chair

Date notices mailed: November 8, 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 and Tourism Meeting

October 14, 2021

Present: Ron Luethe, Nodji VanWychen, Cedric Schnitzler

Citizen Members: Maila Kuhn

Advisory Members: Tonya Townsell

Others: Tina Osterberg, Adrian Lockington, Greg Evans

Absent: Brett Larkin, Terry Green, Tucker Gretebeck, Jarrod Roll, Heidi Prestwood, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

Meeting was called to order by Chair Ron Luethe at 9:04 a.m. in the Monroe County Board Assembly Room.

Motion by Nodji VanWychen second by Ron Luethe to approve of the September 9, 2021 meeting minutes. Carried.

Greg Evans, Evans Print & Media Group- Go Monroe County Activities Guide Ad

Motion by Nodji VanWychen second by Ron Luethe to purchase 2 Ad's in the 2022 Monroe County Guide at a cost of \$3000.00. Carried. Cost includes distribution and Ad design. 2 Pages will not be side by side. Ad deadline and proofs due by November 15th, 2021.

5 Minute Reports

- Tonya Townsell Updates- Fort McCoy: Facilities, Guests, current concerns.
- ITBEC- Nodji VanWychen & Maila Kuhn Updates

Financials/Invoice- Tina Osterberg comments, only items for September were the advertising costs for Broadband RFP's.

2021 Budget- Discussion on items to spend remaining funds- Brochures, Maps. Adrian Lockington will provide updates, Map sizing, & quotes at next month's meeting.

County Administrators Report- Tina Osterberg- Provides Updates: Budget, Rolling Hills

Go Monroe Website- Adrian Lockington discusses WebTeam Quote and services offered- requests to compile options for next month meeting- present options.

Hidden Valleys Ad- Committee agrees to use the Trail Ad Version- revised as discussed.

Motion by Nodji VanWychen second by Ron Luethe to approve the ad concept with suggested changes for the Hidden Valley Ad. Carried.

2022 Budget- Tina Osterberg updates the budget has been presented to Finance Committee and will go to Budget Meeting at County Board meeting in November.

Next month meeting date/time: Moved to Tuesday November 16, 2021 at 8:30 a.m.

Next month Agenda

- ARPA Funding
- Uniquely Wisconsin Campaign
- Go Monroe Maps
- Go Monroe Website
- Go Monroe County Guide Ad Design proof

Motion by Nodji VanWychen second by Ron Luethe to adjourn the meeting at 10:35 a.m. carried.

Recorded by Adrian Lockington
Administrative Office Specialist