



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.

Thursday, December 9, 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: 2493 788 8561 **Access Code:** 2493 788 8561
Password: Monroe

Agenda

1. Call to order/Roll Call
2. Minutes Approval of November 16, 2021
3. 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
4. County Administrator Report
5. Financials/Invoices
6. 2021 Budget – Discussion/Action
7. Monroe County Tourism Maps – Discussion/Action
8. Broadband Public Private Partnership Development – Discussion/Action
9. Update on ARPA Funding Applications
10. Next Month's Meeting Date/Time/Location
11. Next Month's Agenda Items
12. Adjournment
13. Announcement – Invitation for the committee to tour the Local History Room's Holiday Exhibit, "A Swinging '60s Christmas" following the meeting.

**Please note: A quorum of the committee may be present at the tour location. No business of the committee will be conducted at the tour location. The gathering is for purposes of viewing the location only.*

Ron Lueth, Committee Chair

Date notices mailed: December 2, 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

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

Economic Development and Tourism Meeting

November 16, 2021

Present: Ron Luethe, Nodji VanWychen, Cedric Schnitzler

Citizen Members: Terry Green, Maila Kuhn, Tucker Gretebeck

Advisory Members: Tonya Townsell, Roxie Anderson, Rob Wilson,

Others: Tina Osterberg, Adrian Lockington, Jerry Exterovich

Absent: Brett Larkin, Jarrod Roll, Tina Thompson, Heidi Prestwood

Meeting was called to order by Chair Ron Luethe at 8:58 a.m. in the Monroe County Board Assembly Room.

Motion by Nodji VanWychen second by Cedric Schnitzler to approve of the October 14, 2021 meeting minutes. Carried.

Guest Speaker Jerry Exterovich, Office of Rural Prosperity, REVAMP (Rebuilding Vibrancy after a Major Pandemic) Program Specialist- presents, open discussion

5 Minutes Reports

- Monroe County Land User Planner- Roxie Anderson gives report
- Hidden Valleys- Rob Wilson gives report
- Fort McCoy- Tonya Townsell gives report
- ITBEC- Nodji VanWychen & Maila Kuhn gives report

County Administrator Report- Tina Osterberg gives report

Financials/Invoices- Mileage Reimbursement Paid to Hidden Valleys, Parks Reprint Brochures Paid to Evans Printing, Prepaid Account for the Hidden Valleys Ad and Go Monroe Guide.

2021 Budget-Discussion/Action-

Monroe County Tourism Maps- Adrian Lockington provides update. Will have sample/quote to review at next month's meeting.

Go Monroe Website Updates- Adrian Lockington provides cost breakdown for 2021 updates. Option 2 is selected for the cost of \$702.50. Motion by Nodji VanWychen second by Ron Luethe to move forward with Option 2 in the amount of \$702.50 Website Updates for 2021. Carried.

Broadband Public Private Partnership Development- Ron Luethe provides update.

Resolution Enacting Monroe County Broadband Network Project Ordinance (Broadband Forward! Community Certification) – Discussion/Action- Tina Osterberg provides updates. Motion by Ron Luethe second by Nodji VanWychen to forward resolution as is pending final ordinance information. Carried.

ARPA Funding- Broadband – Ron Luethe provides updates.

ARPA Funding- Uniquely Wisconsin Campaign- Tina Osterberg presents information. Motion by Ron

Luethe second by Nodji VanWychen to apply for ARPA Funding in the amount of \$60,000 for Uniquely Wisconsin Campaign. Carried.

Go Monroe County Activities Guide Ad Design Proof- Adrian Lockington presents 2 updated Ads. Motion by Ron Luethe second by Maila Kuhn to approve Ads. Carried.

Note- Trails Advertisement will be in the Go Monroe County Activities Guide and the Hidden Valleys Magazine for 2022.

Next Month's meeting date December 9, 2021 in the Monroe County Board Assembly Room at 8:30 a.m.
- Moving forward all future EDT meetings will begin at 8:30 a.m.

Next Month Agenda Items

2021 Budget Discussion/Action

Monroe County Tourism Maps Discussion/Action

Broadband Public Private Partnership Development- Discussion/Action

Resolutions for ARPA Funding-

1. Rural Monroe County Broadband Project
2. Uniquely Wisconsin Campaign

Motion by Ron Luethe second by Maila Kuhn to adjourn the meeting at 11:00 a.m. carried.

Recorded By:

Adrian Lockington

Administrative Office Specialist