

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 VanWycken 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