

Economic Development and Tourism Committee Meeting

January 13, 2022 Monroe County Board Assembly Room

Present: Ron Luethe, Nodji VanWychen, Wallace Habegger

Citizen Members: Maila Kuhn,

Advisory Members: Tina Thompson, Heidi Prestwood,

Other: Tina Osterberg Rick Folkedahl,

Web Ex: Adrian Lockington, Roxie Anderson, Jarrod Roll, Chris Hardie

Meeting was called to order at 8:33 a.m. in the Monroe County Board Assembly Room by chair Ron Luethe.

Minute's approval of the November 23, 2021 and December 9th 2021 meeting minutes. Motion by Maila Kuhn second by Wallace Habegger. Carried.

5 Minute Reports

- Monroe County Land Use Planner- Roxie Anderson
Recreation Plan Update in coordination with Chad Zeigler Forestry/Parks Department.
- Sparta Chamber- Heidi Prestwood
Gives updates on upcoming events in the City of Sparta
- Tomah Chamber- Tina Thompson
Gives updates on upcoming events in the City of Tomah
- Local History Room-Jarrold Roll
Gives updates on the Local History Room events and progress of updates on building
- Fort McCoy- Tonya Townsell
Gives updates on Fort McCoy Trainings and Mission Update
- ITBEC- Maila Kuhn/Nodji VanWychen
Gives update and next meeting date/time February 2022
- 7 Rivers Alliance- Chris Hardie
Gives update on 7 Rivers Alliance and recent grant applications including broadband speed test
<https://expressoptimizer1.net/public/index.php?banner=GEO.png&entity=the%20GEO&testtype=NDT&recordcounter=348>

County Administrator Report- Tina Osterberg

Gives updates on Rolling Hills, Broadband, wage study, opioid settlement, bond rating for highway.

Financials/Invoices- Tina Osterberg

- Gives updates on paid invoices
- Resolution Authorizing Restricted Broadband Funds to Non-Lapsing Accounts for Monroe County-
- Motion by Nodji VanWychen second by Wallace Habegger to approve the resolution authorizing broadband funds to non-lapsing accounts. Carried.

Broadband Public Private Partnership Development- Ron Luethe explains the PPP as presented.

Agreement is between Monroe County and Vernon Communications Cooperative. Motion by Nodji VanWychen second by Wallace Habegger to approve the PPP as presented today and fill in amount based on the recommendation of the Finance Department on the funding amount. Carried.

Discussion- signing shall commence upon County Board approval.

ARPA Funding Applications- Tina Osterberg

Gives updates on applications submitted by other departments including the 3 submitted from Administration department.

Dual Sided Recreation Map- Adrian Lockington comments to the status of the maps. Land Records and Pica Grove finalizing sizing of maps and design concept. Seeking input from committee on cover/artwork.

Tina comments to fishing image and UTV trail image

Key- move to the left or underneath the north directional arrow- decrease size for that and QR Codes.

Reduce the gray strip between map and content. Move other text up color needs adjustment.

Go Monroe Guide Update- Greg Evans not present. Ron Luethe comments to phone discussion/update with Adrian Lockington. Go Monroe Guide is not printing in late January as planned. Re- writing all text in the guide. Printing is delayed until March, April. Goal to have out by Memorial Weekend.

Discussion of committee- discussion for next month's meeting.

Next month's meeting date February 10, 2022 at 8:30 a.m. in the Monroe County Board Assembly Room

Next month's agenda items

- Dual Sided Recreation Map Discussion/Action
- ARPA Funding Request Update
- Go Monroe Guide Update and Contract Discussion Action

Motion to adjourn 10:06 a.m.

Recorded by Adrian Lockington
Administrative Office Specialist