



# MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

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## Regular Monthly Meeting Monroe County Board Assembly Room 1<sup>st</sup> Floor / Room 1200

*\*Please use Oak Street/South Side Entrance\**

**Sparta, WI 54656**

**8:30 a.m.**

**Thursday, February 10, 2022**

**\*\*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 032 0868

Access Code: 2493 032 0868

Password: Meeting

### Agenda

1. Call to order/Roll Call
2. Minutes Approval of January 13, 2022
3. Greg Evans, Evans Print & Media Group – Go Monroe County Activities Guide Ad Update
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/Maila Kuhn
  - Additional Area Events
5. County Administrator Report
  6. Financials/Invoices
  7. 2022 Budget – Discussion/Action
  8. Go Monroe County Guide Contract – Discussion/Action
  9. ARPA Funding Request Update – Discussion/Action
  10. Dual Sided Recreation Map – Discussion/Action
  11. ITBEC Grant Application – Discussion/Action
  12. Next Month's Meeting Date/Time/Location
  13. Next Month's Agenda Items
  14. Adjournment

Ron Luethe, Committee Chair

Date notices mailed: February 3, 2022

*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, Eric Devine

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](http://www.gomonroecountywi.com)

[www.gomonroecounty.com](http://www.gomonroecounty.com)

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

## 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 9<sup>th</sup> 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 Habhegger 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