

# Economic Development and Tourism

March 10, 2022

Present: Ron Luethe, Nodji Van Wychen

Citizen Members: Maila Kuhn

Advisory Members: Heidi Prestwood, Jarrod Roll; & Tonya Townsell arrived at 8:46 a.m.

Web Ex: Chris Hardie, Eric Devine, Roxie Anderson, Jen Schmitz

Others: Adrian Lockington, Tina Osterberg, Cedric Schnitzler

The meeting was called to order in the Monroe County Board Assembly Room at 8:32 a.m. by chair Ron Luethe.

Minute's approval - Motion by Maila Kuhn second by Nodji Van Wychen to approve the February 10, 2022 minutes. Carried

## 5 Minute Reports

- Monroe County Land Use Planner- Roxie Anderson provides report
- 7 Rivers Alliance- Chris Hardie provides report
  - WI GEO Software Usage Privacy Agreement-
- Fort McCoy Tonya Townsell provides report
- Mississippi River Regional Planning Commission-
- Sparta Chamber Heidi Prestwood provides report
- Local History Room- Jarrod Roll provides report
- ITBEC- International Trade, Business and Economic Development Council- Nodji Van Wychen/ Maila Kuhn provides report

Agenda order has been modified by Chair Ron Luethe

## 2022 Committee Member suggestions

- Chris Devine provides suggestions
  - Handicap Parks are attractions to fit those needs
  - School Involvement
- Maila Kuhn provides suggestions
  - Safety and Advertisements partnerships with Law Enforcements
- Adrian Lockington provides suggestion
  - Photography- partnerships
- Jarrod Roll provides suggestion
  - Radio Station Spots
- Cedric Schnitzler provides suggestion
  - Long term budgeting and sales tax use in Monroe County- appropriation

## Uniquely Wisconsin-

- Discover Wisconsin Agreement
- Structure and Planning

#### Dual Sided Recreation Map- QR Codes

- Update
- QR Codes Updates next month

County Administrator Tina Osterberg provides report

#### Financials/Invoices

- \$528 Charged for the WIX old account- did not accept appeal

#### 2022 Budget Discussion/Action

##### Items paid for 2022

- ITBEC Dues
- Go Monroe County Guide
- Hidden Valleys Dues
- Hidden Valleys Mileage

ARPA Funding Request Update-Broadband – 1.7 Million ARPA Funding approved for the phase 1 and phase 2 Grant Application with Broadband Expansion partnership with Vernon Communications Cooperative.

Next month's meeting date and time April 14, 2022 at 8:30 a.m. in the Monroe County Board Assembly Room

Go Monroe Guide- Ron Luethe makes comment to this.

#### Next Month Agenda

- Monroe County Outdoor Recreation Plan- Roxie Anderson
- Dual Sided Map and QR Codes
- Uniquely Wisconsin
- Greg Evans- Go Monroe Guide Print Status

Meeting ended at 10:10 a.m. carried

Recorded by Adrian Lockington  
Administrative Office Specialist