



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

**Regular Monthly Meeting
Monroe County Board Assembly Room
1st Floor / Room 1200**

Please use Oak Street/South Side Entrance

Sparta, WI 54656

8:00 a.m.

Thursday, July 14, 2022

***Remote Meeting Information:**

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2480 831 1427 **Access Code:** 2480 831 1427
Password: Meet

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of June 9, 2022
4. Upcoming Promotional Events
5. Financials/Invoices
6. ITBEC – Discussion/Action
7. Monroe County Dual Sided Map Reprint Quotes – Discussion/Action
8. Go Monroe Guide RFP Draft Review – Discussion/Action
9. Photographer – Discussion/Action
10. Broadband
11. Uniquely Wisconsin
12. 2023 Budget – Discussion/Action
13. Next Month's Agenda Items
14. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: July 8, 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: Cedric Schnitzler, Joey Esterline, Nodji VanWycken

Citizen Members: Tucker Gretebeck, Maila Kuhn, Sean Truskowski

Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

www.gomonroecountywi.com

www.gomonroecounty.com

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

Monroe County Economic Development & Tourism Committee Meeting

June 9, 2022

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen

Citizen Members:

Advisory Members: Chris Hardie, Roxie Anderson, Tonya Townsell

Others: Adrian Lockington, Kirsten Finn

The meeting was called to order in the Monroe County Board Assembly Room at 8:30 a.m. by Chair Cedric Schnitzler.

Motion by Nodji VanWychen second by Joey Esterline to approve the May 12, 2022 meeting minutes. Carried.

Kirsten Finn, Wisconsin Bike Fed, Ride Across Wisconsin (RAW) Online Presentation

Upcoming Promotional Events-

- Chris Hardie- provides updates
- Tonya Townsell – provides updates and Commemorative Area & History Center open hours flyer
- Nodji VanWychen- Saturday June 25, 2022 9-10 am Cranberry Blossom Day at Wetherby Cranberry Co.

Financials/Invoices- Adrian Lockington gives report

- Motion by Nodji VanWychen Second by Joey Esterline to approve the combination of Economic Development & Tourism ORG/OBJ accounts. Carried.

ITBEC Monies- Cedric Schnitzler comments to ITBEC and that WCA has dissolved the Southwest ITBEC. Monies will come back to EDT committee and more details to follow.

Go Monroe County Guide RFP- Discussion/Action-

- Motion by Joey Esterline second by Cedric Schnitzler to create a RFP for publishing the annual Go Monroe Guide. Carried.

Funding- Cedric Schnitzler comments to funding and ITBEC monies.

Hidden Valleys Ad Contract- Discussion/Action

- Motion by Joey Esterline second Nodji VanWychen approving the Hidden Valleys Ad Invoice to be processed early to qualify for the early bird discount. Carried.

Photographer- next month for further discussion on budget, quotes, names/suggestions, RFP?

Fishing Easement- 28 page booklet- Ben Anderson appeared via WebEx for discussion only. Provides quotes.

- Motion by Nodji VanWychen second by Joey Esterline to approve the print of 250 Fishing Easement brochures for Land Conservation not to exceed \$500.00 using account 1670000-53215. Carried.

Broadband- Cedric Schnitzler comments that there was no meeting in the month of May. Waiting on grant awards. June meeting TBD.

Uniquely Wisconsin- Adrian Lockington provides update with campaign.

Agenda Items- Some items carried from June's Agenda to July and or August Meeting date.

July

- Monroe County Dual Sided Map Reprint Quotes Discussion/Action
- Go Monroe County Guide RFP Draft Review Discussion/Action
- ITBEC – Discussion/Action
- Photographer- Discussion/Action
- Broadband
- Uniquely Wisconsin
- 2023 Budget Discussion/Action

August

- 2022 Visions for the Committee
- Monroe County Outdoor Rec Plan Survey Results Discussion
- Walking Trails & Signs Discussion/Action
- DNR Discussion on Future Vision of Access to Bodies of Water

Next Meeting Date July 14, 2022 at 8:00 a.m. in the Monroe County Board Assembly Room

Motion to adjourn by Joey Esterline second by Nodji VanWychen. Carried. Adjourned at 10:18 a.m.

Recorded by Adrian Lockington
Administrative Office Specialist