

Economic Development & Tourism  
Thursday July, 14, 2022

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen, Maila Kuhn,  
Advisory: Jarrod Roll  
Citizen: Maila Kuhn  
Other: Dave Bonifas, Tina Osterberg, Adrian Lockington, Chris Hardie

Call to order/Roll Call – Meeting was called to order by Chair Cedric Schnitzler at 8:00 a.m. in the Monroe County Board Assembly Room.

Next Month's Meeting Date/Time - August 11, 2022 at 9:00 a.m.

Minutes Approval– Amended meeting minutes to note approved absent of Maila Kuhn. Motion by Nodji VanWychen second by Maila Kuhn to approve amended meeting minutes from June 9, 2022 meeting. Carried.

#### Upcoming Promotional Events

- Chris Hardie 7 Rivers Alliance gives updates
- Dave Bonifas Mississippi River Regional Planning Commission gives updates
- Jarrod Roll gives updates

#### Financials/Invoices- Tina Osterberg reports

- Invoice for Hidden Valleys Ad for 2023 in the amount of \$2702.72
- \$60,000 Uniquely Wisconsin Campaign
- \$192.00 Fishing Easement in partnership with Land Conservation Department
- ITBEC – Discussion/Action \$11,955.65 check received into revenue donation account

Monroe County Dual Sided Map Reprint Quotes – Discussion/Action motion by Nodji VanWychen second by Joey Esterline to approve the quote from La Crosse Graphics in the amount of \$3105.14 for the reprint of the Dual Sided Recreation Maps. Carried.

Go Monroe Guide RFP Draft Review – Discussion/Action - Motion by Nodji VanWychen second by Maila Kuhn to approve the publishing of the RFP with modifications as presented. Carried.

Photographer – Discussion/Action - Motion by Maila Kuhn second by Nodji VanWychen to approve an RFP for photographer. Draft to be presented at the September meeting. Carried.

Broadband – Cedric Schnitzler reports that Monroe County was awarded the Wisconsin PSC grant in partnership with Vernon Communications.

Uniquely Wisconsin- Adrian Lockington updates with the recording of the Banter Videos and the podcast line up being finalized. More updates at next month's meeting.

#### 2023 Budget – Discussion/Action-

- a. Combine Economic Development and Tourism accounts into one account
- b. Will present preliminary budget at the August meeting

Next Month's Agenda Items

- Dual Sided Recreation Map- Discussion/Action
- Broadband
- Uniquely Wisconsin
- ITBEC Discussion/Action
- 2022 Budget- Discussion/Action
- 2023 Budget- Discussion/Action
- Future Grant Opportunities
- Informational Items- Committee Member notification preference

Adjournment motion by Joey Esterline second by Maila Kuhn to adjourn the meeting at 9:11 a.m. Carried.

Recorded by Adrian Lockington  
Administrative Office Specialist