

Economic Development & Tourism

Thursday August 11, 2022

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen

Advisory: Tonya Townsell, Tina Thompson

Citizen: Maila Kuhn

Other: Tina Osterberg, Adrian Lockington

Call to order/Roll Call – Meeting was called to order by Chair Cedric Schnitzler at 8:38 a.m. in the Monroe County Board Assembly Room.

Next Month's Meeting Date/Time – September 8, 2022 at 8:30 a.m. in the Monroe County Board Assembly Room.

Minutes Approval–Motion by Maila Kuhn second by Joey Esterline to approve the meeting minutes from August 11, 2022 meeting. Carried.

Upcoming Promotional Events

- Fort McCoy- Tonya Townsell provides updates
- Tomah Chamber – Tina Thompson provides updates
- Joey Esterline comments to the CWD Summit being held this weekend in Wilton, WI.

Go Monroe County RFP- Discussion/Action- Adrian Lockington provides overview of proposal and evaluation process. Tina Osterberg comments to evaluation score and recommendations. Motion by Tina Thompson second by Joey Esterline to not awarding any bid as it does not meet qualifications and use existing inventory of the Go Monroe County Guides to allow a future RFP. Carried.

Financials/Invoices- Tina Osterberg provides report. Motion by Nodji VanWychen second by Maila Kuhn to process invoice as presented for the Sharon Folcey Memorial at the Leon Community Center in the amount of \$500.00 using account 16700000-579100

Notice of Budgetary Adjustment- Tina Osterberg comments to budget adjustment to adjust the EDT budget to include the Southwest ITBEC funds in the amount of \$11,955.65. Carried.

Monroe County Dual Sided Map – Motion by Nodji VanWychen second by Joey Esterline to remove the ITBEC logo for the reprinting of the Dual Sided Recreation Map approved at the July and charge to 16700000-532100. Carried.

WEDC County RLF Assessment Questionnaire- Committee will not be participating at this time to utilize our partnership with MRRPC and promote website.

Broadband – Cedric Schnitzler reports next meeting will be held Tuesday, August 30, 2022 in the Monroe County Board Assembly Room at 5:00 p.m.

Uniquely Wisconsin- Adrian Lockington provides updates from Discover Wisconsin

2023 Budget – Tina Osterberg presents preliminary 2023 Budget

- Hidden Valleys Dues- ending Advertising Sales and Partnership for 2023.

Next Month's Agenda Items

- Professional Photographer RFP
- Broadband
- Uniquely Wisconsin
- Resolution Creating Non-Lapsing Account for use of Southwest ITBEC Funds
- 2022 Budget- Discussion/Action
- Walking Trails and Signs- Discussion/Action
- Future Grant Opportunities & Funding
- 2023 Budget- Discussion/Action Co-Op Marketing Position
- Co-Op Monroe County Guide
- Informational Items- Committee Member notification preference

Motion by Nodji VanWychen second by Tina Thompson to adjourn the meeting at 10:48 a.m. Carried.

Recorded by Adrian Lockington Executive Assistant