



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

9:00 a.m.

Thursday, October 13, 2022

*Remote Meeting Information:

<https://monroecountywi.webex.com/> or **Join by phone: +1-404-397-1516 United States Toll**
Meeting Number: 2481 982 4635 **Access Code: 248 198 24635**
Password: Meet

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of September 8, 2022
4. Upcoming Promotional Events
5. Professional Photographer RFP – Discussion/Action
6. Go Monroe County RFP - Discussion
7. Financials/Invoices
8. Advisory Member Position
9. Natural Resources and Extension Icarus Road Canoe/Kayak Launch and Parking Area Project
10. Walking Trails and Signs – Discussion/Action
11. Broadband - Marketing Update for Polling Stations
12. Uniquely Wisconsin
13. Future Grant Opportunities & Funding – November/MRRPC
14. Co-Op Marketing Collaboration Efforts
15. Watershed Groups, Awareness and Efforts in Monroe County
16. Next Month's Agenda Items
17. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: October 5, 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 VanWychen

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/>

Economic Development & Tourism Meeting
September 8, 2022

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen,
Citizen: Maila Kuhn, Tucker Gretebeck, Sean Truskowski
Advisory: Jarrod Roll, Tina Thompson
Others: Tina Osterberg, Adrian Lockington
WebEx: Dave Bonifas, Roxie Anderson

Meeting was called to order at 8:33 a.m. in the Monroe County Board Assembly Room by chair Cedric Schnitzler.

Roll Call/Introductions

Next Meeting Date October 13, 2022 at 9:00 a.m. in the Monroe County Board Assembly Room

Motion Mila Kuhn second Nodji VanWychen to approve minutes from August 11, 2022. Carried

Upcoming Promotional Events

- MRRPC- Dave Bonifas provides updates on grants/events
- Tomah Chamber- Tina Thompson provides updates and events
- Local History Room- Jarrod Roll provides updates

Professional Photographer RFP – Motion by Maila Kuhn second by Joey Esterline to amend draft version and publish. Carried.

Financials/Invoices- Tina Osterberg provides report and budget detail.

Resolution Creating Non-Lapsing Account for use of Southwest ITBECT funds- Motion by Nodji VanWychen second by Joey Esterline to approve the resolution as presented. Carried.

Walking Trails and Signs- Joey Esterline comments and ad to next month's agenda.

Broadband- Discussion- Open Discussion and document review. Committee has reviewed and will look forward to the full strategic plan to be reviewed.

Uniquely Wisconsin- Adrian Lockington provides update- presented some short clips and committee approves the un-edited versions.

2023 Budget- Tina Osterberg provides update motion by Nodji VanWychen second by Joey Esterline to approve the 2023 Budget as presented.

Future Grant Opportunities & Funding-Move to next month's agenda

Co-Op Marketing Position- Tina Thompson comments to this.

Next month's agenda items

- Broadband- Marketing Update for Polling Stations
- Uniquely Wisconsin
- Photographer RFP Discussion/Action
- Go Monroe County RFP- Discussion
- Walking Trails and Signs
- Advisory Member Position
- Co-Op Marketing Collaboration Efforts
- Future Grant Opportunities & Funding – November/MRRPC
- Watershed Groups, Awareness and Efforts in Monroe County

Motion by Tina Thompson and second by Sean Truskowski to adjourn at 10:00 a.m. Carried.

Recorded by Adrian Lockington Executive Assistant