

## **Economic Development & Tourism Committee**

October 13, 2022

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline

Citizen Members: Sean Truskowski

Others: Tina Osterberg, Adrian Lockington, Chris Hanson, Brad Burges, Bryce Richardson, Dave Bonifas, Dawn with Justin Trails

Web Ex: Chris Hardie, Heidi Prestwood

Meeting was called to order at 9:02 a.m. in the Monroe County Board Assembly Room by chair Cedric Schnitzler.

Next month's meeting November 10, 2022 at 9:00 a.m. in the Monroe County Board Assembly Room.

Motion to approve meeting minutes from September 8, 2022 meeting by Joey Esterline second by Nodji. Carried.

Upcoming promotion Events:

- Dave Bonifas- MRRPC provides updates on bounce back grant extension and other updates
- Chris Hanson- Fort McCoy provides updates and upcoming changes
- Bryce Richardson- Land Conservation updates on Stewardship Banquet January 28, 2023 at the Sparta American Legion
- Chris Hardie- Updates on Rising Stars and Grants
- Dawn Justin Trails- Updates on upcoming events in Sparta

Professional Photographer RFP- Adrian Lockington opens proposals from two vendors. Discussion. Committee requesting additional information.

Go Monroe County RFP- no discussion

Financials/Invoices- Tina Osterberg comments to invoices paid in September- Dual Sided Rec Map Reprint with La Crosse Graphics and GoDaddy account of URL web account.

Motion by Joey Esterline second by Nodji VanWychen to appoint Brad Bauges as Advisory Member. Carried.

Natural Resources and Extension Icarus Road Canoe/Kayak Launch and Parking Area. Bryce Richardson provides information on project and sample estimate. Motion by Nodji VanWychen second by Joey Esterline to approve the project up to \$5500.00. Carried.

Walking Trails and Signs- Dawn from Justin Trails present and requesting Wooden Bridges to be on next month's agenda. Approved.

Broadband- Marketing Update for Polling Stations. Committee requests Adrian Lockington to contact Broadband Chair Jen Schmitz to inquire of marketing efforts.

Uniquely Wisconsin- Adrian Lockington presents updated information from Discover Wisconsin and Thompson Communications. Plays podcast for committee. Continue playing remainder at next month's meeting.

**Next month's Agenda Items**

- Wooden Bridges of Sparta Sign Discussion/Action
- Future Grant Opportunities and Funding- MRRPC
- Professional Photographer RFP continued Discussion/Action
- Uniquely Wisconsin
- Broadband
- Co-Op Marketing Collaboration Efforts
- Watershed Groups, Awareness and Efforts in Monroe County

Motion to Adjourn by Nodji VanWychen second by Joey Esterline at 11:10 a.m. Carried.