



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, November 10, 2022

***Remote Meeting Information:**

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2483 390 3537 **Access Code:** 248 339 03537
Password: Meeting

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of October 13, 2022
4. Upcoming Promotional Events
5. Professional Photographer RFP – Discussion/Action
6. Go Monroe County RFP – Discussion
7. Financials/Invoices
8. Grant Opportunities & Funding
 - a. MRRPC Façade Improvement Grant Program – Dave Bonifas
 - b. Land Use Planner DOT Transportation Alternatives Program – Roxie Anderson
9. Wooden Bridges of Sparta Sign – Discussion/Action
10. Uniquely Wisconsin
11. Broadband
12. Watershed Groups, Awareness and Efforts in Monroe County
13. Wisconsin Healthy Communities Summit Presentation – Roxie Anderson
14. Next Month's Agenda Items
15. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: November 3, 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, Brad Bauges

www.gomonroecountywi.com

www.gomonroecounty.com

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

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 VanWycken second by Joey Esterline at 11:10 a.m. Carried.