



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, January 12, 2023

*Remote Meeting Information:

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2499 936 2788 **Access Code:** 249 993 62788
Password: Economy

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of December 8, 2022
4. Chairman's Comments
 - a. Meeting Expectations & Agendas
 - b. Public Comment
 - c. Upcoming Events
5. River Travel Media - Professional Photography Introduction and Presentation
6. Financials/Invoices
7. Uniquely Wisconsin
8. EDT Composition and Duties – Committee Member Responses
9. Next Month's Agenda Items
10. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: January 5, 2023

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, Jon Bingol

www.gomonroecountywi.com

www.gomonroecounty.com

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

Economic Development & Tourism

December 8, 2022

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen

Citizen Member: Maila Kuhn, Tucker Gretebeck

Advisory: Jarrod Roll, Tina Thompson, Brad Bauges

Web Ex:—Heidi Prestwood, Chris Hardie

Others: Dave Bonifas, John Bingle, Dawn Justin, Ben Jones

Meeting was called to order in the Monroe County Board Assembly Room at 9:00 a.m. by chair Cedric Schnitzler.

Next Meeting Date January 12, 2023 at 9:00 a.m. in the Monroe County Board Assembly Room.

Motion by Maila Kuhn second by Joey Esterline to approve meeting minutes from November 10, 2022 meeting. Carried.

Boldland Creative- Ben Jones – Professional RFP Contract Award and Assignment- Motion by Nodji VanWychen second by Joey Esterline to approve to continue with Option 2 + plus 3/10 hour days to total \$4,000.00

Upcoming Promotional Events- Reports given by:

- Jarrod Roll
- Heidi Prestwood- Funkhouser
- Chris Hardie
- Tina Thompson
- Nodji VanWychen
- Joey Esterline
- Tucker Gretebeck

Line Item Transfer- Tina Osterberg presents information. Motion by Nodji VanWychen second by Joey Esterline to approve line item transfer as presented move \$2993.00 from 1670000-533010 to 16702000-532100. Carried.

Financials/Invoices- Tina Osterberg presents information

Grant Opportunities & Funding

- MRRPC- Dave Bonifas provides information on Façade Programs.
- Land Use Planner DOT – not discussed

Uniquely Wisconsin- Adrian Lockington provide update

Brinkman's Landing- Tina Osterberg provides update

Next month's agenda items:

- River Travel Media- Professional Photography Introduction and Presentation
- Uniquely Wisconsin
- Façade Program
- EDT Composition and Duties- Committee Member Responses
- Visitor Guides- Samples from Destination Wisconsin Conference- Dawn Justin

Motion by Maila second Tucker Gretebeck to adjourn meeting at 10:52 a.m. Carried.

Recorded by Adrian Lockington

Executive Assistant