



## MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

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### Regular Monthly Meeting Monroe County Board Assembly Room 1<sup>st</sup> Floor / Room 1200

*\*Please use Oak Street/South Side Entrance\**

**Sparta, WI 54656**

**9:00 a.m.**

**Thursday, May 11, 2023**

#### \*Remote Meeting Information:

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll  
**Meeting Number:** 2481 792 1809      **Access Code:** 2481 792 1809  
**Password:** Meeting

#### Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of April 13, 2023
4. Public Comment Period
5. Monroe County Guide Advertisement Design Update – Brad Bauges & Sean Truskowski
6. EDT Mission & Vision Statement
7. Financials/Invoices
8. Broadband – Discussion/Action
  - Vernon Communications Coop Invoice Approval
  - Budget Adjustment Discussion
  - BEAD Grant
  - DCIP Grant
  - PSC/UW-Extension Broadband Survey Update
9. EDT Grant Policy – Discussion/Action
10. EDT Sub Group Updates
11. Marketing & Advertising RFP – Discussion/Action
12. 2023 and 2024 Budget
13. Next Month's Agenda Items
14. Adjournment

*Cedric Schnitzler, Committee Chair*

Date notices mailed: May 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 VanWycken

**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](http://www.gomonroecountywi.com)

[www.gomonroecounty.com](http://www.gomonroecounty.com)

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

## Economic Development and Tourism Committee

April 13, 2023

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen

Advisory Members: Tina Thompson, Heidi Prestwood, Brad Bauges, Jarrod Roll, Jon Bingol, Brad Bauges

Other: Adrian Lockington

Meeting was called to order at 9:05 a.m. by Chair Cedric Schnitzler in the Monroe County Board Assembly Room.

Motion by Joey Esterline second by Nodji VanWychen to approve the March 9, 2023 minutes. Carried.

### Public Comment

Financials/Invoices- Monthly report attached to Agenda. No Invoices for the report. Upcoming invoice to Evans Print and Media.

EDT Photography- Adrian Lockington comments to photography portfolio. Need for other seasons and types for content. Motion by Nodji VanWychen second by Joey Esterline to continue 4 Days of Photography for spring/summer and fall seasons with Boldland Creative.

### Broadband

- Vernon Communications Cooperative Invoice Approval. Garin Mayer comments to project, timeline and materials. Motion by Nodji VanWychen second by Joey Esterline to process invoice as presented for the PSC Grant Award. Carried.
- BEAD Grant- Roxie Anderson provides information recommended by the Special Broadband Committee. Motion by Brad Bauges second by Tina Thompson that the Economic Development and Tourism Committee fully endorses the BEAD Grant and efforts of the Broadband Special Committee.
- DCIP Grant- Roxie Anderson provides information recommended by the Special Broadband Committee. Motion by Joey Esterline second by Heidi Prestwood that the Economic Development and Tourism Committee fully endorses the DCIP Grant and efforts of the Broadband Special Committee.

### EDT Sub Group Updates

- Jarrod Roll comments to Go Monroe Connect
- Joey Esterline comments to Environmental Stewardship
- Tina Thompson comments to Economic Development/Business Growth

### EDT Grant Policy – Discussion

Adrian Lockington comments to the creation of the application. Working with Corporation Council and will have a draft for review at next month's meeting. Send recommendations to be incorporated into the application to Adrian Lockington.

Go Monroe County Logo Brand Copyright- Postponed until May

Monroe County Guide Advertisement- Design Update. Brad Bauges comments no proof has been received.

Next Month's Agenda Items

- Monroe County Guide Advertisement Design Update
- Sales Tax Policy Discussion
- EDT Grant Policy Discussion/Action
- Sub Group Updates
- Broadband BEAD Grant and DCIP Grant
- 2023 & 2024 Budget

Motion to adjourn by Tina Thompson second by Heidi Prestwood at 10:09 a.m. Carried.

Recorded by Adrian Lockington, Executive Assistant



## Economic Development & Tourism

### Funding Request Form (EDTF)

Application Deadlines: March 31

#### Policy Form

To request Monroe County Economic Development & Tourism Funds (EDTF) complete the form and attach additional information as necessary. Applications for EDTF shall be submitted no later than March 31 of each fiscal calendar year. Applications submitted after the deadline will be ineligible for consideration.

#### Objective

1. Requested Funds shall have a positive impact to Monroe County Citizens.
2. Program/Project shall be a one-time use of funds with no new future expenditure requirements.
3. Shall meet all obligation and completion deadlines.
4. Shall be an eligible use of funds. (It is the responsibility of the requesting party to provide proof of eligibility).

#### Criteria for Requests

1. The following information shall be included in all requests for EDT funds.

Program/project title/name.

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2. Total Funding amount requested. \$ \_\_\_\_\_

What is the funds for?

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3. Total Match amount \$ \_\_\_\_\_

Explain: \_\_\_\_\_

4. What is the timeline of the program/project? Please Explain.

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Begin Date \_\_\_\_/\_\_\_\_/\_\_\_\_ End Date \_\_\_\_/\_\_\_\_/\_\_\_\_

5. What is the timeline of the use of funds? Please Explain.

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Begin Date \_\_\_\_/\_\_\_\_/\_\_\_\_ End Date \_\_\_\_/\_\_\_\_/\_\_\_\_

6. Eligible uses - how will you meet compliance regulations? Please attach Proof of Eligible Use.

Select Category of Eligible Uses

Economic Development

Tourism

Business Enhancement

Education/Training

7. How will you meet compliance regulations?

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8. Will the program/project create efficiencies? If so, in what way? \_\_\_\_\_

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9. Does the use of funds increase quality of life? If so, how? \_\_\_\_\_

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10. What population does the program help? \_\_\_\_\_

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11. Does the use of funds promote Economic Development in Monroe County?

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12. Will the program/project create jobs in Monroe County?      Yes      No

If yes, please estimate number of job opportunities? \_\_\_\_\_

Please explain what type of workforce the jobs created will fall under \_\_\_\_\_

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Will the positions be? (Select One)

Temporary

Permanent

#### Request for Use Process

- All requests for Economic Development & Tourism Funds shall be submitted to the Adrian Lockington, Executive Assistant 124 N Court Street, Sparta, WI 54665 or [adrian.lockington@co.monroe.wi.us](mailto:adrian.lockington@co.monroe.wi.us) no later than March 31 of each fiscal year.
- Executive Assistant shall make available all requested uses to the Economic Development & Tourism Committee.
- All requests shall be reviewed by the Economic Development & Tourism Committee for compliance with policy.
- Requests in compliance with policy requirements will be reviewed at a future date to be set by the Economic Development & Tourism Committee.
- Any requestor shall be in attendance to present the request at said meeting for request to be eligible for consideration, absent any extenuating circumstance.

#### Reporting

The requestor shall provide detailed accounting and updates of the uses of funds. In addition, the requestor may be required to provide other additional information as may be necessary or appropriate.

Submission

Date \_\_\_\_\_

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Submission Requirements Checklist

Completed Request Form

W9

Supporting Documents

**Internal Use Only**

Executive Assistant

Signature \_\_\_\_\_

Date Received \_\_\_\_\_

EDT Committee Vote Approved    Yes    No    Amount Approved \$ \_\_\_\_\_

Match Amount Approved \$ \_\_\_\_\_

EDT Committee Chair Signature \_\_\_\_\_

Date: \_\_\_\_\_