



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 1st Floor / Room 1200

Please use Oak Street/South Side Entrance

Sparta, WI 54656

9:00 a.m.

Thursday, July 13, 2023

*Remote Meeting Information:

<https://monroecountywi.webex.com/> or **Join by phone: +1-404-397-1516 United States Toll**

Meeting Number: 2499 308 0271

Access Code: 2499 308 0271

Password: Meeting

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of May 11, 2023
4. Public Comment Period
5. Strategic Planning Update – Adam Balz
6. Marketing RFP Recommendation
7. Financials/Invoices
8. Sparta Wooden Bridge Walk Signs Invoice – Discussion/Action
9. 2023 and 2024 Budget
10. Sales Tax - Discussion
11. Broadband Update
12. EDT Sub Group Updates
13. Next Month's Agenda Items
14. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: July 7, 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

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

Economic Development and Tourism

May 11, 2023

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline, Sean Truskowski, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson

WebEx: Adrian Lockington, Brad Bauges

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

Roll Call

Next Month's meeting date June 8, 2023 at 9:00 a.m. in the Monroe County Board Assembly Room.

Public Comment- none

Motion by Joey Esterline second by Nodji VanWychen to approve the April 13, 2023 meeting minutes. Carried.

Monroe County Guide Advertisement Update- Brad Bauges comments to the approved ad designs for the Go Monroe Guide printed by Evans Print and Media.

EDT Mission and Vision Statement- Adrian Lockington comments. Committee input to be sent to Adrian Lockington by end of day May 31, 2023.

Financials/Invoices- Adrian Lockington comments

Broadband

- Vernon Communications Coop Invoice Approval -Motion to approve invoice as presented by Nodji VanWychen second by Joey Esterline. Carried.
- Budget Adjustment Discussion- Cedric comments
- BEAD Grant – Roxie comments to status
- DCIP Grant – Roxie comments to coordination efforts with Tonya Townsell and Fort McCoy.
- PSC/UW-Extension Broadband Survey Update – Roxie Comments survey has been submitted.

EDT Grant Policy- Adrian Lockington provides document. Committee input to be submitted by end of day May 19, 2023.

EDT Sub Group Updates-

- Tina Thompson comments to Business Growth
- Adrian Lockington comments to Go Monroe Connect

Marketing & Advertising RFP- Adrian Lockington comments. Jarrod Roll and Sean Truskowski provide addition comments. Motion by Tina Thompson second by Sean Truskowski to develop and publish the Marketing and Advertising Services RFP. Carried.

2023 and 2024 Budget – No discussion

Next Month's Agenda Items

- Sales Tax Discussion
- Marketing RFP Update
- Broadband
- EDT Grant Policy Discussion/Action
- Mission Vision Discussion/Action
- EDT Sub Group Updates

Meeting adjourned at 10:41 a.m.

Recorded by Adrian Lockington, Executive Assistant