

Economic Development and Tourism Meeting July 13, 2023

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline

Citizen Members: Tucker Gretebeck

Advisory Members: Tina Thompson, Jon Bingol

Web Ex: Chris Hardie, Brad Bauges Other: Adrian Lockington, Adam Balz, Dawn Justin, Connie Wedman

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

Next Month's meeting date and time – August 10, 2023 Meeting shall begin one half hour earlier at 8:30 a.m. in the Monroe County Board Assembly Room.

Motion by Nodji VanWychen second by Joey Esterline to approve meeting minutes from May 11, 2023. Carried.

Public Comment- Member of the public spoke

Strategic Planning Update- Adam Balz gives report

Marketing RFP Recommendation- Adrian Lockington provides recommendation to move forward with River Travel Media for Brand Development and Marketing Strategy Services. Discussion.

Recommendation by Tina Thompson second by Brad to move forward with partnership agreement. Carried.

Financials/Invoices- Adrian Lockington gives report

Sparta Wooden Bridge Walk Signs Invoice- Cedric Schnitzler comments to invoice presented by Dawn Justin for the wooden signs. Motion by Nodji VanWychen second by Joey Esterline to approve the additional \$125.00 for installation of the three signs in addition to the already approved \$875.00 in November of 2022. Voted 2-1 carried.

Adjustment to agenda items #9 & #10 reversed

Sales Tax Discussion- Cedric Schnitzler provides information on Sales Tax. Motion by Tina Thompson second by Tucker Gretebeck to have a flat rate increase request. Carried.

2023 and 2024 Budget- Cedric Schnitzler and Adrian Lockington comment to the budgets and what will be brought forward next month for discussion/action.

Broadband Update- Adrian Lockington and Cedric Schnitzler provides update on groundbreaking and grant efforts.

EDT Sub Group Updates-

- Tina Thompson comments on the EDT Summit at the Cranberry Country Lodge in Tomah Wisconsin on March 19-20, 2024.

Next Month's Meeting agenda items:

- Tri-Creek Brochure
- River Travel Media – Brand Development and Marketing Update
- 2023 Budget – Discussion/Action
- EDT Grant Policy Form- Discussion/Action
- 2024 Proposed Budget- Discussion/Action

Motion by Nodji VanWychen second by Tina Thompson to adjourn. Carried