



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

8:30 a.m.

Thursday, August 10, 2023

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone: +1-404-397-1516 United States Toll**
Meeting Number: 2488 102 3347 **Access Code: 248 810 23347**
Password: Sooner

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of July 13, 2023
4. Public Comment Period
5. Snowmobile Trails of Monroe County – Jason Gunther – Discussion Only
6. Financials/Invoices
7. Tri-Creek Brochure
8. River Travel Media – Brand Development and Marketing Update
9. 2023 Budget – Discussion/Action
10. 2024 Proposed Budget – Discussion/Action
11. EDT Grant Policy Form – Discussion/Action
12. Broadband Update
13. EDT Sub Group Updates
14. Next Month's Agenda Items
15. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: August 4, 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 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