

Economic Development & Tourism

August 10, 2023

Present: Cedric Schnitzler, Joey Esterline

Citizen Member: Maila Kuhn

Advisory Member: Tina Thompson, Heidi Prestwood, Jon Bingol, Jarrod Roll

Web Ex: Brad Bauges

Absent: Chris Hardie, Tucker Gretebeck, Nodji VanWychen

Meeting was called to order at 8:30 a.m. by Chair Cedric Schnitzler in the Monroe County Board Assembly Room.

Motion by Joey Esterline second by Tina Thompson to approve meeting minutes from July 13, 2023. Carried.

Next meeting date September 14, 2023 at 9:00 a.m. at Cranberry Country Lodge Tomah, WI.

Public Comment- One member of the public spoke to committee

Snowmobile Trails of Monroe County- Discussion Only – Adrian Lockington and Cedric Schnitzler provides information on partnerships and collaboration efforts pertaining to the Monroe County Snowmobile Clubs and Trails.

Brand Development and Marketing- River Travel Media Update – Adrian Lockington speaks to the 2023/2024 proposed timeline and budget. Motion by Joey Esterline second by Cedric Schnitzler to approve River Travel Media proposed 2023/2024 timeline and budget. River Travel Media kick off Meeting to be held September 7, 2023 at 10:00 a.m.

2024 Proposed Budget- Adrian Lockington speaks to proposed budget. Motion by Joey Esterline second by Cedric Schnitzler to approve the proposed 2024 budget as presented. Carried.

Committee Member Nodji VanWychen is in meeting attendance at 9:08 a.m.

Economic Development Funding Request Form- Adrian Lockington comments. Motion to approve by Tina Thompson second by Brad Bauges to approve the EDT Grant request form as presented. Carried. Adrian Lockington comments to the 10 year budget plan and explains the funding associated to this.

Tri-Creek Brochure- Roxie Anderson comments to topic and current Land Use Plan currently in draft form. Public input will be considered. Land Use plan will be presented to the Natural Resources Committee.

Broadband Update- Adrian Lockington comments to groundbreaking of Vernon Communications Cooperative Project. Roxie Anderson comments on the DCIP Grant application. Monroe County was not considered for the award. Next Broadband Meeting August 22, 2023.

Next Month Agenda Items

- Broadband Update
- 2023/2024 Budget
- Marketing Update
- EDT Sub Group Updates
- Snowmobile Trails

Motion by Nodji VanWychen second by Maila Kuhn to adjourn meeting at 9:33 a.m. Carried.