



**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  
Cranberry Country Lodge**

**319 Wittig Road**

**Tomah, WI 54660**

**9:00 a.m.**

**Thursday, September 14, 2023**

**Agenda**

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of August 10, 2023
4. Financials/Invoices
5. 2023/2024 Budget
6. Resolution – Discussion/Action
  - Public Service Commission of Wisconsin and Monroe County Bead Grant
7. Broadband Update
8. Marketing Update
9. EDT Sub Group Updates
10. Next Month's Agenda Items
11. Adjournment

*Cedric Schnitzler, Committee Chair*

Date notices mailed: September 8, 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

[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 & 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.

**PUBLIC SERVICE COMMISSION OF WISCONSIN AND MONROE COUNTY BEAD GRANT**

1 **WHEREAS**, this agreement is made and entered into by and between the Public Service Commission of  
2 Wisconsin (the “Commission”), representing the State of Wisconsin (“State”), and Monroe County  
3 (“Grant Recipient”) (collectively “Parties”) from the date this resolution is approved by the Monroe  
4 County Board through May 1, 2025) (the “Performance Period”); and

5  
6 **WHEREAS**, on behalf of the State, the Commission administers the Broadband, Equity, Access and  
7 Deployment (BEAD) Local Planning Grant Program (“Program”) to provide funds for eligible activities;  
8 and

9  
10 **WHEREAS**, it is the intention of the Parties to this Agreement that all activities described herein shall  
11 be for their mutual benefit; and

12  
13 **WHEREAS**, pursuant to the Order dated Wednesday, February 1, 2023, in docket 5-BP-2023 regarding  
14 Broadband and Digital Equity Planning (PSC REF#: 458495) the Commission approved formula  
15 funding, awarding to the Grant Recipient \$18,337.40 for eligible activities related to BEAD Local  
16 Planning described in Attachment B-Project Scope; and

17  
18 **WHEREAS**, the terms and conditions of this Agreement shall survive the Performance Period and shall  
19 continue in full force and effect until the Grant Recipient has completed and is in compliance with all  
20 the requirements of this Agreement; and

21  
22 **WHEREAS**, this Agreement is exclusive of and is distinguished from all previous agreements between  
23 the Grant Recipient and the Commission and contains the entire understanding between the Parties.

24  
25 **NOW, THEREFORE BE IT RESOLVED**, that the Monroe County Board of Supervisors, in  
26 consideration of the mutual promises, authorizes the County Administrator or County Board Chair to  
27 sign all documents necessary.

28  
29 **BE IT FURTHER RESOLVED**, that the Monroe County Board of Supervisors approves the following  
30 documents that are incorporated and made part of this Agreement:

- 31  
32 1) Attachment A – Federal Compliance Requirements.  
33 2) Attachment B – Project Scope.  
34 3) Attachment C – Project Budget.  
35 4) Attachment D – Reporting Requirements.  
36 5) Attachment E – Grants System Reporting and Request for Payment.  
37 6) Attachment F – Commission Order.  
38 7) Attachment G – Confidentiality Request Form.

39  
40 **BE IT FURTHER RESOLVED**, that the Monroe County Board of Supervisors approves the following  
41 budget adjustment for the receipt and disbursement of funds:

42  
43  
44

Create account and Increase Revenue Budget	16702100 485010	\$18,337.40
Increase Expenditure Budget	16702100 579100	\$18,337.40

Dated this 27<sup>th</sup> day of September, 2023.

Offered by Economic Development and Tourism Committee.

Fiscal Note: The BEAD Grant will provide \$18,337.40 in funding to be used towards broadband improvement if awarded. Per Wisconsin Statute 65.90 this resolution will require a 2/3 vote of the entire membership of the Monroe County Board of Supervisors for approval.

Statement of purpose: The Bead Grant supports local broadband planning efforts and build local capacity.

<p>Finance Vote (If required): ____ Yes ____ No ____ Absent</p> <p>.....</p> <p>Approved as to form: _____ Lisa Aldinger Hamblin, Corporation Counsel</p>	<p>Committee of Jurisdiction Forwarded on: _____, 20__</p> <p>VOTE: ____ Yes ____ No ____ Absent</p> <p>Committee Chair: _____ _____ _____</p>
<p><input type="checkbox"/> ADOPTED <input type="checkbox"/> FAILED <input type="checkbox"/> AMENDED</p> <p><input type="checkbox"/> OTHER _____</p> <p>County Board Vote on: _____ 20__</p> <p>____ Yes ____ No ____ Absent</p>	<p>STATE OF WISCONSIN COUNTY OF MONROE I, SHELLEY R. BOHL, Monroe County Clerk, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Resolution # _____ acted on by the Monroe County Board of Supervisors at the meeting held on _____.</p> <p>_____ SHELLEY R. BOHL, MONROE COUNTY CLERK <i>A raised seal certifies an official document.</i></p>