



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, October 12, 2023

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of September 14, 2023
4. Financials/Invoices
5. 2023/2024 Budget
6. Mississippi River Regional Planning Commission Presentation
7. River Travel Media Update
8. Economic Development & Tourism Spring Conference Update
9. Broadband Update
 - a. Broadband Infrastructure Grant Endorsement Letter – Lynxx Network – Discussion/Action
 - b. Other Updates
10. EDT Sub Group Updates
11. Next Month's Agenda Items
12. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: October 6, 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 VanWycken

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 Committee Meeting Minutes

Thursday, September 14, 2023

Cranberry Country Lodge, Tomah

Present:

Committee members: Cedric Schnitzler, Nodji VanWyche, Joey Esterline

Advisory members: Tina Thompson, Jarrod Roll, Roixe Anderson

Other attendees: Chris Hardie, Jamie Schoen

Meeting Minutes:

Meeting was called to order at 9:00am by chair Cedric Schnitzler.

Tour of conference rooms at Cranberry Country Lodge was provided by Tyson Koput. Layout of rooms, seating arrangements, sponsor booth locations, and buffet and coffee service locations discussed.

Next month's meeting date and time – October 12th, 2023 at 9:00am at the Monroe County Board Assembly Room

Meeting Minutes - Motion by Joey Esterline and second by Nodji VanWyche to approve meeting minutes from August 10, 2023 meeting. Motion carried.

Financials/Invoices – no updates to provide

2023/2024 Budget – budget has been submitted for review. Budget hearing will be in November.

Resolution Discussion / Action - Public Serve Commission of Wisconsin and Monroe County BEAD Grant presented by Roxie Anderson followed by discussion. Motion by Joey Esterline and second by Nodji VanWyche to approve resolution. Motion carried.

Broadband Update – At the next Broadband Special Committee meeting on September 26, Lynxx and Vernon Communications Cooperative will present project proposals to be submitted to the WI Public Service Commission Capital Projects Broadband Infrastructure grant opportunity.

Marketing Updates – no updates to provide

EDT Sub Group Updates – Economic Conference updates from Jamie Schoen, MRRPC, and Tina Thompson, Tomah Chamber of Commerce, followed by discussion:

- Mississippi River Regional Planning Commission (MRRPC) will provide support to organize conference, develop agenda, and set up registration.
- Tina Thompson has developed a list of potential speakers and a tentative schedule with an overnight stay for networking opportunity in the evening. Google documents will be shared with group to help with planning.
- Chris Hardie, 7 Rivers Alliance, will provide update from Office of Rural Prosperity upcoming meetings and pilot projects.
- Other items discussed:
 - Who is target audience?
 - Identify funding opportunities available – WI Dept of Tourism?

- Form panels to share “small town wins” and “new ventures” success stories.
- Include topics related to Agri-tourism, rural businesses, quality of life, hospitality
- Goal to offset meals/ with registration – determine funding for other conference materials

Next Month Agenda Items:

- Broadband Update
- Mississippi River Regional Planning Commission Presentation
- River Travel Media update
- Economic Conference update

Adjourn meeting – motion by Tina Thompson, second by Nodji VanWychen to adjourn meeting at 10:30.
Motion carried.