

Economic Development and Tourism

October 12, 2023

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen

Advisory: Jon Bingol, Jarrod Roll, Tonya Townsell

Others: Adrian Lockington, Roxie Anderson, Brent Hanifl River Travel Media

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

Motion by Nodji VanWychen second by Joey Esterline to approve the September 14, 2023 meeting minutes. –Carried.

Financial/Invoices – Adrian Lockington comments to recent invoices paid.

2023/2024- Budget – No discussion

Mississippi River Regional Planning Commission Presentation

- Presentation on Placer Solutions Marketing and Advertisements- Placer.ai- Software Development – information is retrieved by cell phone data.

River Travel Media Update-

- Brent Hanifl presents update on brand survey and timeline

Broadband Update-

- Motion by Nodji VanWychen second by Joey Esterline to approve the Endorsement Letter in support of Lynxx Network on their upcoming grant funding application with the Wisconsin PSC. Carried.

EDT Sub Group-

- Joey Esterline comments on the upcoming Community Rural Forum- November 1st in Norwalk.

Spring Conference Update-

- Recommendation to set up more frequent meetings. Use of our existing partnerships. Create a save the date and start to advertise.

Next Month Agenda Items

- River Travel Media Update
- Broadband Update
- Spring Conference Update
- Marketing and Promotional Items Discussion/Action
- Sub Group Update

Next Month's meeting date November 9, 2023 at 9:00 a.m. in the Monroe County Board Assembly Room.

Motion by Nodji VanWycken second Joey Esterline to adjourn meeting. Carried. Meeting adjourned at 10:35 a.m.

Recorded by Adrian Lockington, Executive Assistant