



# 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 1<sup>st</sup> Floor / Room 1200

*\*Please use Oak Street/South Side Entrance\**

**Sparta, WI 54656**

**9:00 a.m.**

**Thursday, November 9, 2023**

### Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll

**Meeting Number:** 2488 703 5631

**Access Code:** 2488 703 5631

**Password:** Meeting

### Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of October 12, 2023
4. Public Comment Period
5. Financials/Invoices
6. 2023/2024 Budget
7. Marketing and Promotional Items – Discussion/Action
8. River Travel Media Update
9. Economic Development & Tourism Spring Conference Update
10. Broadband Update
11. EDT Sub Group Updates
12. Next Month's Agenda Items
13. Adjournment

*Cedric Schnitzler, Committee Chair*

Date notices mailed: November 2, 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)

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<http://www.co.monroe.wi.us/committees/economic-development-commerce-tourism-committee/>

## 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 1<sup>st</sup> 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 VanWychen second Joey Esterline to adjourn meeting. Carried. Meeting adjourned at 10:35 a.m.

Recorded by Adrian Lockington, Executive Assistant