



## 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, December 14, 2023**

#### Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone: +1-404-397-1516 United States Toll**  
**Meeting Number: 2490 141 5440**      **Access Code: 249 014 15440**  
**Password: Fair**

#### Agenda

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

*Cedric Schnitzler, Committee Chair*

Date notices mailed: December 7, 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

November 9, 2023

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline

Advisory: Brad Bauges, Jon Bingol

Others: Adrian Lockington

WebEx: Tina Thompson, Heidi Prestwood, Roxie Anderson

Meeting was called to order at 9:01 a.m. by chair Cedric Schnitzler in the Monroe County Board Assembly Room.

Next month's meeting date December 14, 2023 at 9:00 a.m. in the Monroe County Board Assembly Room

Motion by Joey Esterline second Nodji VanWychen to approve the October 12, 2023 meeting minutes. Carried.

Public comment- Adrian Lockington comments to Snowmobile Trails of Monroe County and Railroad Closure topic.

Financials/Invoices- Adrian Lockington comments to paid invoices and upcoming invoice in December for RTM in the amount of \$1500 retainer fee. Motion by Nodji VanWychen second by Joey Esterline to complete website updates before end of year.

Motion by Cedric Schnitzler second by Nodji VanWychen to allow Adrian Lockington to spend remaining funds on marketing and promotional items, efforts and or videos. Carried.

Economic Development & Tourism Spring Conference- Cedric Schnitzler comments to conference- first kick off meeting – open discussion. Adrian recaps meeting and expectations as sent out in email.

Broadband Update- Cedric Schnitzler reports that the Letter of support had been sent for Lynxx application.

EDT Sub Group- Joey Esterline- attended the Small Community Forum in Norwalk- Provides feedback. Adrian Lockington to send attendee list out to EDT committee.

### Next Month Agenda Items

- EDT Conference Update
- Snowmobile Trails of Monroe County
- Marketing & Promotional Updates- Adrian Lockington

Motion to Brad Bauges second by Nodji VanWychen to adjourn meeting at 9:45 a.m. Carried.

Recorded by Adrian Lockington, Executive Assistant