



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, January 11, 2024

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2499 971 6740 **Access Code:** 249 997 16740
Password: Econ101

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of December 14, 2023
4. Public Comment Period
5. Snowmobile Trails of Monroe County Presentation – Jason Guthrie, AWSC Director
6. Snowmobile Trail Update – Chad Ziegler
7. Financials/Invoices – Discussion/Action
 - Broadband Advertisement
8. 2023/2024 Budget
9. Marketing and Promotional Updates – Adrian Lockington
10. River Travel Media Update
11. Economic Development & Tourism Spring Conference Update – Discussion/Action
12. Broadband Update
13. EDT Sub Group Updates
14. Mission and Vision Statement – Discussion/Action
15. New Bill Wedding Venues* Senate Bill
16. Monroe County Job Fair Update
17. Land Acquisition Near Tri Creek Update
18. WHEDA Affordable Housing Loan Programs
19. Next Month's Agenda Items
20. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: January 5, 2024

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

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

Economic Development & Tourism

December 14, 2023

Present: Cedric Schnitzler, Nodji VanWychen, Joey Esterline

Citizen Members: Tucker Gretebeck, Maila Kuhn

Advisory: Jarrod Roll, Tina Thompson, Roxie Anderson

Other: Ken MRRPC, Chad Zeigler, Adrian Lockington

Meeting was called to order at 9:10 a.m.

Motion by joey second by Tina to approve minutes. Carried.

Public Comment- Chad Ziegler/ Forestry Parks Administration

Financials/Invoices- Adrian Lockington comments to financials invoices for River Travel Media

2023/2024 Budget- Adrian Lockington comments

Marketing & Promotional Items- Adrian Lockington provides updates. Shows sample of coaster and logo. Order being placed. Items will be used across entire county for retention, recruitment, job fairs and conferences.

Agenda Item #10 Moved ahead

Snowmobile Update- Chad Ziegler- Closure of crossing location update. I-94 Snowmobile Bridge almost complete. Update in January as well.

Agenda Item #11 Moved ahead

Broadband Update- Roxie Anderson provides update on DCIP applications and debriefing, Grant applications submitted by private parties in Monroe County, BEAD Grant proposals are out for review.

Agenda Item #9

Economic Development & Tourism Committee Conference

Adrian Lockington presents draft agenda, sponsorship rates, registration costs \$100 one day/\$150 Full Conference. \$250 Booth Fee, nonprofit booth fee waived with a full conference registration. Timeline, presenters and food cost and options discussed. Motion to approve by Joey Esterline second by Nodji VanWychen to approve as presented. Move forward with registration and sponsorship pending Eventbrite link and details. Can advertise without link if need be. Discussion. Carried.

Next month's agenda items:

- New Bill Wedding Venues* Senate Bill
- River Travel Media Update
- Snowmobile Association Presentation – Jason Guthrie
- Snowmobile Trail Update – Chad Ziegler
- EDT Conference

Motion to adjourn by Mila Kuhn second by Tina Thompson at 10:57 a.m.