Economic Development & Tourism Committee Meeting

January 11, 2024

Present: Cedric Schnitzler, Joey Esterline, Nodji VanWychen
Citizen: Tucker Gretebeck
Advisory: Heidi Prestwood, Roxie Anderson, Jon Bingol
WebEx: Tina Thompson, Sean Truskowski, Chad Ziegler, Brad Bauges
Other: Adrian Lockington, Pam Pipkin, Wendy Swenson, Jason Guthrie

Meeting was called to order by chair Cedric Schnitzler at 9:03 a.m. in the Monroe County Board Assembly Room.

Next Month's Meeting Date/Time: February 8, 2024 at 9:00 a.m. in the Monroe County Board Assembly Room.

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

Public Comment Period - none

Snowmobile Trails of Monroe County Presentation – Jason Guthrie, AWSC Director – Presentation, Provides History, efforts, stats and economic impact information. Cedric Schnitzler comments that the committee would like to see an annual update from the Snowmobile Association and the ATV/UTV Clubs.

Snowmobile Trail Update – Chad Ziegler, Monroe County Forestry/Parks Administer comments to the bridge completion and update on the Road Crossing. Request to delay hearing, working towards a resolution on snowmobile access. Upcoming bridge work in 2024—multi use bridge including walking and hiking. Another future project will be at the Mill Pond in Cataract. Suggestion to have an annual update on snowmobiles and ATV/UTV'S moving forward.

Financials/Invoices – Discussion/Action
• Broadband Advertisement in the Monroe County Herald November 16th issue invoice due in the amount of $140.00 Motion by Nodji VanWychen second by Joey Esterline to process invoice as presented. Roxie Anderson confirms invoice can but submitted to the BEAD Grant for reimbursement.

2023/2024 Budget – no discussion

Marketing and Promotional Updates – Adrian Lockington presents the swag items purchased. All items have Monroe County, Growing a Better Tomorrow (MC Vision Statement) Items can be used at the upcoming conference, job fairs, promoting Monroe County.

River Travel Media Update –Adrian Lockington comments that next month RTM shall present the final Logo and will be working towards the next phase of campaigns, etc.

Economic Development & Tourism Spring Conference Update – Discussion/Action
EDTC Expenditure and Assignment Discussion. Committee discusses the Budget and assignments. Motion by Nodji VanWychen second by Joey Esterline to approve assignments as delegated and expenses in relation to the conference not to exceed $20,000. Documents presented at meeting has the approved details. Adrian Lockington will send updated versions to the committee.

- Registration Fee $100
- Sponsorship Rates: $500 - $1000 - $2000
- Booth Fee $250
- Presenters/Guest speakers Registration & Booth Fee Waived. Non-Profit Booth Fee waived with Registration required.
- Expenses not to exceed $20,000
- Entertainment not to exceed $1500
- Marketing & Advertising not to exceed $8,000

Broadband Update – no discussion

EDT Sub Group Updates – Cedric Schnitzler comments that at this time the sub group for the EDTC have concluded, sub group(s) shall conduct business at regular scheduled EDT Committee meetings moving forward.

Mission and Vision Statement – Move to next month's agenda

New Bill Wedding Venues* Senate Bill – Move to next month's agenda

Monroe County Job Fair Update Moved up on agenda- Pam Pipkin & Wendy Swenson from Monroe County Child Support office comments to job fair and history. Seeking ways to market and encourage more attendance. Open discussion.

Land Acquisition Near Tri Creek Update – Cedric Schnitzler comments that the sale of property has been completed.

WHEDA Affordable Housing Loan Programs – Adrian Lockington comments to the new funding opportunities, sent information out via email.

Next Month's Agenda Items
- River Travel Media Presentation
- Mission and Vision Statement
- State Senate Bill Update- Wedding Venues

Motion by Joey Esterline second by Nodji VanWychen to adjourn at 12:05 p.m.

Recorded By: Adrian Lockington, Executive Assistant Monroe County Administration