



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
County Board Assembly Room
210 W. Oak Street – Room 1200
Sparta, WI 54656
9:00 a.m.
Thursday, March 14, 2024**

Remote Meeting Information

<https://monroecountywi.webex.com/> or Join by phone: +1-404-397-1516 United States Toll
Meeting Number: 2497 099 4177 Access Code: 249 709 94177
Password: Develop

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of February 8, 2024 and March 8, 2024
4. Public Comment Period
5. Chairman's Update
6. River Travel Media Update / Conference Preview – Brent Hanifl and Amy Gabay
7. Financials/Invoices – Discussion/Action
8. 2023/2024 Budget
9. Economic Development & Tourism Conference Planning – Discussion/Action
10. Broadband Update
11. Next Month's Agenda Items
12. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: March 7, 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 Committee Meeting

February 8, 2024

Present: Cedric Schnitzler, Nodji VanWychen

Approved Absent: Joey Esterline

Citizen Members: Tucker Gretebeck, Maila Kuhn

Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Jon Bingol

WebEx: Tina Thompson, Brad Bauges, Sean Truskowski, Roxie Anderson

Other: Adrian Lockington, Brent Hanifl, Amy Gabay

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

Next meeting date March 14, 2024 at 9:00 am in the Monroe County Assembly Room

Motion by Jon Bingol second by Tucker Gretebeck to approve the January 11, 2024 meeting minutes. Carried

Public comment – No members of the public present

River Travel Media Presentation – Brent Hanifl & Amy Gabay present branding update final logo. Committee comments and approves logo as presented.

River Travel Media Contract Amendment – to include website management for three year contract. Motion by Nodji VanWychen second by Cedric Schnitzler to amend contract as presented. Carried.

Financials/Invoices – No Discussion

2023/2024 Budget – No Discussion

Marketing & Promotional Updates- Adrian Lockington reported no new updates

Economic Development & Tourism Spring Conference Update- Discussion/Action

- Discussion on Registration Form, Sponsorship Form, Booths
- Discussion on shirt design and order- assigned to Heidi and Adrian
- Startup Spotlight sessions- Tina and Heidi will find businesses to attend. Send information to Adrian

Next Month's Agenda Items

- River Travel Media Update/ Conference Preview- Brent Hanifl, Amy Gabay
- Special EDT Conference Planning Meeting on March 8, 2024 at 9:00 a.m. at the Local History Room

Motion to adjourn meeting by Maila Kuhn second by Heidi Prestwood at 10:45 a.m.