



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

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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, April 11, 2024**

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2485 729 0764 **Access Code:** 248 572 90764
Password: EDTCommit

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of March 8, 2024 and March 14, 2024
4. Public Comment Period
5. River Travel Media Update
6. Financials/Invoices – Discussion/Action
7. Monroe County Job Fair Marketing – Discussion/Action
8. 2023/2024 Budget
9. Economic Development & Tourism Funding Request Form Application Review – Discussion/Action
10. Economic Development & Tourism Conference Update
11. Broadband Update
12. Next Month's Agenda Items
13. Adjournment

Cedric Schnitzler, Committee Chair

Date notices mailed: April 4, 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

www.gomonroecountywi.com

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

Monroe County Economic Development & Tourism Committee Special Meeting March 8, 2024

Present: Cedric Schnitzler, Joey Esterline, Nodji Van Wychen

Jarrold Roll, Tonya Townsell, Chris Jones, Berta Downs

Other: Adrian Lockington, Jon Bingol, Heidi Prestwood-Funkhouser, Brad Bauges

Meeting was called to order by Chair Cedric Schnitzler at 9:00 a.m. in the Monroe County Local History Room.

Next month's meeting date: March 14, 2024 at 9:00 a.m. in the Monroe County Board Assembly Room.

Economic Development & Tourism Conference Planning – Discussion/Action

- Jon Bingol reports latest registrations. No contract from Cranberry Country Lodge or Wetland Catering at this time.
- Cedric Schnitzler and Adrian Lockington goes over series of conference questions.
- Planning Conference continues- more discussions at the next regular meeting.
- Committee approves all discussions set forth for conference planning.

Motion to adjourn by Jarrold Roll second by Nodji Van Wychen at 11:01 a.m. Carried.

Monroe County Economic Development & Tourism Committee Meeting

March 14, 2024

Present: Cedric Schnitzler, Joey Esterline, Nodji Van Wychen
Jarrod Roll, Tonya Townsell, Chris Jones, Maila Kuhn
Other: Adrian Lockington, Sean Quinn, Jon Bingol, Roxie Anderson, Heidi Prestwood-Funkhouser
Web Ex: Brent Hanifl, Amy Gabay, Sean Truskowski, Molly Bohn, Brad Bauges

Meeting was called to order by Chair Cedric Schnitzler at 9:00 a.m. in the Monroe County Board Assembly Room.

Next month's meeting date: April 11, 2024 at 9:00 a.m.

Minute approval motion by Maila Kuhn second by Heidi Prestwood-Funkhouser to approve the February 8, 2024 minutes. Carried

RTM Update- Website Preview. RTM answers questions.

Skip to #10 Broadband- Roxie updates on BEAD Grant- challenge process on the map showing served but they are not.

Financials/Invoices- No discussion, report included in agenda packet

2023/2024 Budget- No discussion

Economic Development & Tourism Conference Planning – Discussion/Action

- Jon Bingol reports latest registrations at 88. No contract from Cranberry Country Lodge or Wetland Catering at this time.
- Adrian Lockington modified prior budget form for sample of reduced numbers. Went over logistics.
- Adrian Lockington ordered swag items for conference – reimbursement from MRRPC will be requested.
- Adrian will send final menu selection to Jon to prepare Wetland Catering.
- Tri-fold brochure not complete until all sponsor logos have been received.
- Committee approves the revised “tentative budget” reducing attendees from 120 to 100. Remove shirts from budget entirely. Approves to reduce the number of appetizers to accommodate new number as well.
- More information will come as the event gets closer

Next Month's Agenda Items

- Economic Development & Tourism Funding Request Form Application Review – Discussion/Action

- Economic Development & Tourism Conference Update

Motion to adjourn by Maila Kuhn second by Heidi Prestwood-Funkhouser at 10:58 a.m. Carried.