

Economic Development & Tourism Committee Meeting

April 11, 2024

Present: Cedric Schnitzler, Joey Esterline

Citizen: Tucker Gretebeck, Maila Kuhn

Advisory: Brad Bauges, Jarrod Roll, Roxie Anderson, Jon Bingol

Excused Absent: Nodji VanWychen

Web Ex: Brent Hanifl, Amy Gabay, Chris Hardie

Other: Sean Quinn & Chris Jones, Fort McCoy, Adrian Lockington

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

Roll Call/Introductions

Next Month's Meeting Date and Time: May 9, 2024 9:00 a.m. in the Monroe County Board Assembly Room.

Motion by Joey Esterline second by Maila Kuhn to approve the March 8 and March 14, 2024 meeting minutes. Carried.

River Travel Media Update- Brent Hanifl & Amy Gabay present update on website. Open discussion.

Financials/Invoices- Adrian Lockington comments to financials and invoices paid since last meeting.

Monroe County Job Fair Marketing- Adrian Lockington comments to the funding opportunity for the job fair marketing collateral to assist with Child Supports continued efforts. Motion by Maila Kuhn second by Brad Bauges to submit the ARP funding request in the amount of \$800.00. Carried.

Monroe County Economic Development & Tourism Funding Request Form Application Review- Adrian Lockington presents two (2) submitted applications for review. Open discussion.

1. Motion by Joey Esterline second by Cedric Schnitzler to approve the application for the Wisconsin Snowmobile Clubs Summer Directors Meetings in the amount of \$500.00 Carried.
2. Motion by Joey Esterline second by Cedric Schnitzler to approve the application for the Forestry/Parks Department Playground Equipment at McMullen Memorial Park in the amount of \$500.00 Carried.

Monroe County Economic Development & Tourism Conference Update- Jon Bingol and Adrian Lockington comment to the event. Have gone over numbers and still awaiting some final payments from registrations. Adrian released a survey to those who attended the conference. Final numbers and analytics will be brought next month.

Broadband Update—Roxie Anderson has no updates at this time

Next Month's agenda items:

- River Travel Media
- EDT Conference Final Results, Survey and future planning and date selection
- Brochures (County Parks, McMullen Park, Museums) Discussion/Action

Motion by Jarrod Roll second by Tucker Gretebeck to adjourn meeting at 10:07 a.m. Carried.