



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

AMENDED

**Regular Monthly Meeting
Monroe County Board Assembly Room
210 W. Oak Street – Room 1200
Sparta, WI 54656
9:00 a.m.
Thursday, May 9, 2024**

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2485 627 8132 **Access Code:** 2485 627 8132
Password: EDTC

Agenda

1. Call to order/Roll Call
2. Election of Committee Vice-Chair – Discussion/Action
3. Citizen and Advisory Member Appointments for the 2024-2026 Term – Discussion/Action
4. Establishment of Monthly Meetings Date/Time – Discussion/Action
5. Next Month's Meeting Date/Time
6. Minutes Approval of April 11, 2024
7. Public Comment Period
8. River Travel Media Update
9. Financials/Invoices – Discussion/Action
10. 2023/2024 Budget
11. EDT Conference Final Results, Survey, Future Planning and Date Selection
12. Brochures / County Parks, McMullen Park, Museums – Discussion/Action
13. Broadband Updates and Grant Opportunities – Discussion/Action
14. Vision for 2024-2026
15. Strategic Plan Items Related to Economic Development & Tourism
16. Next Month's Agenda Items
17. Adjournment

Adam Balz, Committee Chair

Date notices mailed: May 3, 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: Adam Balz, Joey Esterline, Jason Jandt

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/>



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Adam Balz, Committee Chair

Date notices mailed: May 2, 2024

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Citizen Members: Tucker Gretebeck, Maila Kuhn, Sean Truskowski

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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.

Strategic Plan Items Under “Economic Development & Tourism”

Objective: Enhance Recreational Opportunities

- Update recreational maps on an annual basis
- Continue development of county parks, including the Town of Byron/Hi-Crush property, and identify sources of funding
- Implement Land Use Plan recommendations for the development of the Tri-Creek Property, and identify sources of funding
- Identify county-owned properties that can be developed into primitive or backpack campsites, as well as areas in which current camping opportunities can be expanded
- Explore alternate recreational opportunities (mountain biking, ATV/UTVs, hunting, fishing, etc.)
- Encourage development of recreational opportunities in municipalities, including town/village parks, swimming centers, skate parks, etc.
- Work with neighboring counties to connect recreational trails (ATV/UTV, snowmobile, etc.)
- Collaborate with school districts to build more recreational opportunities into curriculum, expand co-curricular activities, and partner with new or existing clubs

Objective: Maximize Economic Development

- Develop a strategy to advertise existing businesses across multiple platforms
- Broaden current partnerships with regional planning organizations and establish new partnerships to strengthen communication and collaboration
- Establish stronger partnerships with local chambers of commerce
- Conduct a survey of county businesses to assess their needs and successes, as well as the roadblocks they face when it comes to growth
- Pursue funding opportunities for high-speed broadband

Objective: Boost Tourism

- Explore feasibility of contracting for tourism
- Expand social media and digital presence to increase tourism
- Utilize advertising along the interstate, with a focus on billboards, to encourage more travelers to visit
- Assist municipalities in promoting events to increase tourism, with a focus on rural communities who don't have the resources to promote themselves
- Diversify tourism messages to appeal to a wider range of audiences
- Develop a plan to make county-owned museums, parks, and public spaces more accessible
- Brainstorm and execute new marketing strategies, including slogans and merchandise, which differentiate Monroe County from surrounding counties and “destinations”

Objective: Expand Access to Affordable Childcare

- Invite stakeholders to a forum with county officials to discuss needs, trends, barriers to childcare, and solutions (with actionable items)
- Explore possible public-private partnerships between local childcare providers, local businesses, county departments, and other interested parties
- Research possible incentives for local businesses to provide employees with childcare vouchers
- Review possible subsidies for families receiving Wisconsin Shares child care subsidy copayments
- Survey possible on-site childcare options for county employees
- Study the financial feasibility of grants for home-based providers

Objective: Provide Housing Opportunities for Monroe County Residents

- Invite stakeholders to a forum with county officials to discuss needs, trends, barriers to housing, and solutions (with actionable items)
- Explore development opportunities for the old Rolling Hills property
- Evaluate current zoning ordinances that may restrict or prohibit housing development, and develop new ordinances to promote housing development