



# 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 Board Assembly Room**  
**210 W. Oak Street – Room 1200**  
**Sparta, WI 54656**  
**9:00 a.m.**  
**Thursday, June 13, 2024**

### Remote Meeting Information

<https://monroecountywi.webex.com/> or Join by phone: +1-404-397-1516 United States Toll  
Meeting Number: 2499 431 4922 Access Code: 249 943 14922  
Password: Develop

### Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of May 9, 2024
4. Public Comment Period
5. River Travel Media Update
6. Financials/Invoices – Discussion/Action
7. 2024 Budget – Discussion/Action
8. 2025 Budget – Discussion/Action
9. Economic Development & Tourism Annual Conference
  - Resolution Creating Non-Lapsing Account for Use of Monroe County Economic Development and Tourism Conference Funds
  - 2025 Conference Date – Proposed for April 10<sup>th</sup> and 11<sup>th</sup>, 2025 – Discussion/Action
  - Conference Planning RTM Partnership Opportunity – Discussion/Action
10. Broadband Updates and Grant Opportunities – Discussion/Action
11. Vision for 2024-2026
12. Strategic Plan Items Related to Economic Development & Tourism
13. Next Month's Agenda Items
14. Adjournment

Adam Balz, Committee Chair

Date notices mailed: June 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: 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

[exploremonroecounty.org](http://exploremonroecounty.org)

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

FAXED  
MONROE COUNTY CLERK'S OFFICE  
DATE 6/7/24  
TIME 10:25am  
INITIALS AB