

Economic Development and Tourism Meeting

June 13, 2024

Present: Adam Balz, Jason Jandt, Joey Esterline

Citizen: Maila Kuhn

Advisory: Heidi Prestwood-Funkhouser, Roxie Anderson

Others: Adrian Lockington, Chris Jones

Meeting was called to order at 9:02 a.m. by Chair Adam Balz in the Monroe County Board Assembly Room.

Roll Call

Next Month's Meeting Date July 11, 2024 at 9:00 a.m. in the Monroe County Board Assembly Room

Motion by Maila Kuhn second by Joey Esterline to approve the May 9, 2024 Meeting Minutes. Carried.

River Travel Media Update: Adrian Lockington provides updates on campaign and the release of the Economic Impact for 2022-2023. Monroe County was leading in comparison to all 72 Counties.

Financials- Invoices- Adrian Lockington comments to RTM Invoices paid

2024 Budget- Discussion Only. Adrian Lockington comments on the 2024 budget. Photography, Brochures & Maps under review.

2025 Budget- Discussion Only. Adrian Lockington comments to budget season. Will have a proposed 2025 budget for committee next month.

Economic Development and Tourism Annual Conference

- Resolution Creating Non-Lapsing Account for Use of Monroe County Economic Development and Tourism Conference Funds. Adrian Lockington provides information on resolution. Motion by Jason Jandt second by Joey Esterline to approve the resolution creating a non-lapsing account for the Economic Development and Tourism Conference. Carried.
- 2025 Conference Date- Motion by Maila Kuhn second by Jason Jandt to host Conference on April 10-11, 2025. Carried.
- Conference Planning RTM Partnership Opportunity – Discussion/Action – Adrian Lockington comments to RTM Proposal. Answers Questions. Motion by Jason Jandt second by Joey Esterline to approve RTM Conference Planning Full Service Proposal in the amount of \$5,550 plus 20% of sponsorship sales. Adrian Lockington will continue to oversee conference planning with RTM

and Committee. Timeline and Delegation of duties shall match RTM timeline. Carried.

Broadband Updates and Grant Opportunities – Roxie Anderson provides updates on BEAD and DCIP Grants.

Vision for 2024-2026 – Discussion- Adam Balz will compile suggested actionable items for further discussion.

Strategic Plan Items Related to Economic Development & Tourism – Adam Balz comments to Vision and Ideas.

Next Month's Agenda Items

1. SMRT Bus Program
2. RTM Update
3. Economic Development & Tourism Conference Planning – Discussion/Action
 - Timeline & Committee Duties
4. E-Bike Charging Stations – Heidi Prestwood- Funkhouser
5. 2024 Budget Discussion/ Action
 - Photography
 - Brochures/Maps
 - Trail Signs
6. 2025 Budget Discussion/ Action
7. Rustic Roads Program – Roxie Anderson
8. Broadband Updates & Grant Opportunities
9. Coulee Cap Update- Joey Esterline
10. Vision for 2024-2026
11. Strategic Plan Items Related to Economic Development & Tourism

Motion to adjourn meeting at 11:01 a.m. by Joey Esterline second by Maila Kuhn. Carried.

Recorded by: Adrian Lockington, Executive Assistant Administration