



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

Phone: 608-269-8705

Fax: 608-269-8747

**Regular Monthly Meeting
Monroe County Board Assembly Room
210 W. Oak Street – Room 1200
Sparta, WI 54656
9:00 a.m.
Thursday, August 8, 2024**

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2494 333 0533 **Access Code:** 249 433 30533
Password: Develop

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of July 11, 2024
4. Public Comment Period
5. SMRT Bus Presentation
6. River Travel Media Update
7. Financials/Invoices – Discussion/Action
8. 2025 Economic Development & Tourism Conference Planning – Discussion/Action
 - Timeline and Committee Duties
 - Registration Fees and Sponsorship Levels
 - 2025 Conference Budget
 - EDT Conference Bank Account
9. Broadband Updates and Grant Opportunities – Discussion/Action
10. E-Bike Charging Stations – Heidi Prestwood-Funkhouser
11. Rustic Roads Program – Roxie Anderson
12. Vision for 2024-2026 – Discussion
13. Community Outreach – Discussion
14. Affordable Housing in Monroe County - Discussion
15. Next Month's Agenda Items
16. Adjournment

Adam Balz, Committee Chair

Date notices mailed: August 2, 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://www.co.monroe.wi.us/committees/economic-development-commerce-tourism-committee/>

Economic Development & Tourism

July 11, 2024

Present: Adam Balz, Joey Esterline

Advisory: Tina Thompson, Roxie Anderson, Jon Bingol, Jarrod Roll

Citizen: Maila Kuhn

Meeting was called to order at 9:04 a.m. by chair Adam Balz in the Monroe County Board Assembly Room – Technically difficulties with virtual meeting.

Call to order/Roll Call

Next Month's Meeting Date/Time August 8, 2024

Motion by Tina Thompson second by Joey Esterline to approve the June 13, 2024 meeting minutes. Carried.

River Travel Media Update – Adrian Lockington provided the YTD Analytics packets and update with campaign.

Financials/Invoices – Discussion/Action – Adrian Lockington commented to no new invoices outside of the RTM invoices have been processed or due. No action taken.

2024 Budget – Discussion/Action – Adrian Lockington comments to the remaining budget and projects that would be in the best interest of the county. Tina Thompson comments to proposal provided by Adrian Lockington. Motion by Joey Esterline second by Adam Balz to approve the remaining budgets on items of Monroe County Signs, Marketing collateral and promotional expenditures. Carried.

- Photography – Adrian Lockington updates committee with RTM photography itinerary.
- Brochures/Maps – Adrian Lockington updates committee and status of Maps. Museum brochure approved for print. McMullen Parks and Dual Sided Rec Map is under review/design phase.
- Trail Signs – Adrian Lockington comments to signage. Updates signage for RH Senior Living Natural Area in discussion.

2025 Budget – Discussion/Action – Adrian Lockington presents the 2025 EDT Budget. Discussion. Adrian Lockington answers questions. Motion by Joey Esterline second by Adam Balz to approve the budget as presented. Carried.

Economic Development & Tourism Conference Planning – Discussion/Action – Adrian Lockington updates committee and timeline. Discussion. Sponsorship levels shall be proposed by RTM at the August meeting. No action taken.

- Timeline and Committee Duties – Adrian Lockington provides a guide for the conference.

Broadband Updates and Grant Opportunities – Discussion/Action – Roxie Anderson provides broadband update. Answers questions. No action taken.

E-Bike Charging Stations – Heidi Prestwood-Funkhouser – no discussion

Rustic Roads Program – Roxie Anderson – Roxie Anderson comments to program. Reach out to RTM and see what this could look like in a survey to involve community.

Coulee Cap Update – Joey Esterline – Joey Esterline provides update on Coulee Cap and efforts.

Vision for 2024-2026 – Discussion – open discussion including community engagement and meetings offsite.

Strategic Plan Items Related to Economic Development & Tourism – Continued Discussion.

Outreach to Monroe County Businesses – Discussion – Adam Balz provides update. More information to come.

Next Month's Agenda Items

- River Travel Media Update
- 2025 Conference Planning – Discussion/Action
- Financials/Invoices
- Vision for 2024-2026
- Strategic Plan Items Related to Economic Development & Tourism
- Community Outreach

Motion by Maila Kuhn second by Tina Thompson to adjourn meeting at 11:02 a.m. Carried

Recorded by Adrian Lockington, Executive Assistant