



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
8:30 a.m.
Thursday, September 12, 2024

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2509 806 9030 **Access Code:** 250 980 69030
Password: Tour

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of August 8, 2024
4. Public Comment Period
5. Event Updates from Committee Members
6. River Travel Media Update
7. Financials/Invoices – Discussion/Action
8. 2025 Economic Development & Tourism Conference Planning – Discussion/Action
 - EDT Conference Advisory Committee – Discussion/Action
9. Broadband Updates and Grant Opportunities – Discussion/Action
10. Community Outreach – Discussion
11. Affordable Housing in Monroe County – Discussion
12. HUD PRO Housing Grant and HUD Legacy Challenge - Discussion
13. October EDT Meeting Location Suggestions
14. Next Month's Agenda Items
15. Adjournment

Adam Balz, Committee Chair

Date notices mailed: September 6, 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: 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 Committee

August 8, 2024

Present: Adam Balz, Joey Esterline, Jason Jandt

Advisory: Jarrod Roll, Tina Thompson, Jon Bingol

Other: Adrian Lockington, Shawn Quinn, Chris Jones, Claudia Neve

WebEx: Chris Hardie

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

Motion to approve July 11, 2024 meeting minutes by Joey Esterline second by Jason Jandt. Carried

SMRT Bus Presentation- Bob Gollnik

River Travel Media Update – Amy Gabay and Brent Hanifl presentation.

- Conference Logo Design
- Analytics, Campaign, Monroe on the Go
- Upcoming photoshoot

2025 Economic Development and Tourism Conference Planning

- Timeline and Committee Duties
- Registration Fees and Sponsorship levels – Motion by Jason Jandt second by Joey Esterline to approve the sponsorship levels as presented and the amended rates for registration. Carried.
- EDT Conference Bank Account- Motion by Joey Esterline second by Jason Jandt to recommend the creation of the account for annual conference purposes. Carried.

Rustic Roads – River Travel Media reports the findings of the program. Suggestion would be to move forward with this in 2025. Committee is to identify 5 rustic roads that fit the program and include location, landmarks, history and images. This will then be created as a piece of more than you know campaign in front of next year's deadline.

Broadband- Adrian Lockington comments that received initial denial of DCIP Grant. No broadband meeting in July, more details would be at the next meeting.

Affordable Housing in Monroe County- Adam Balz provides update from Strategic Planning committee. Support to move forward with affordable housing initiative. Discussion of meeting with key stakeholders with the review of housing study's completed in our area.

Meeting Times will be moved to 8:30 a.m. starting in September moving forward.

Economic Development & Tourism Committee

August 8, 2024

Next Month Agenda Items:

- October EDT Meeting location suggestions
- Upcoming Events
- 2025 EDTC Planning (Economic Development & Tourism Conference) Discussion/Action
- Community Outreach
- Affordable Housing in Monroe County

Motion by Joey Esterline second by Jason Jandt to adjourn meeting 11:10 a.m.

Recorded by Adrian Lockington