



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
8:30 a.m.
Thursday, October 10, 2024

Remote Meeting Information

<https://monroecountywi.webex.com/> or **Join by phone:** +1-404-397-1516 United States Toll
Meeting Number: 2489 639 8091 **Access Code:** 248 963 98091
Password: Develop

Agenda

1. Call to order/Roll Call
2. Next Month's Meeting Date/Time
3. Minutes Approval of September 12, 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
9. Broadband Updates and Grant Opportunities – Discussion/Action
10. Community Outreach - Discussion
11. Open Space Plan – Discussion – Roxie Anderson
12. Operation Green Light
13. Next Month's Agenda Items
14. Adjournment

Adam Balz, Committee Chair

Date notices mailed: October 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: 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 Meeting

September 12, 2024

Present: Adam Balz, Joey Esterline, Jason Jandt

Advisory Members: Jarrod Roll, Brad Bauges, Sean Quinn

WebEx: Chris Hardie

Others: Adrian Lockington

Meeting was called to order at 8:33 a.m. by chair Adam Balz in the Monroe County Board Assembly Room

Next Month's Meeting Date October 10, 2024 at 8:30 a.m.

Motion by Joey Esterline second by Jason Jandt to approve the minutes of the August 8, 2024 meeting. Carried.

Public Comment Period – no members of the public present

Event Updates from Committee Members - Reports

River Travel Media Update – Adrian Lockington provides report and answers questions.

Financials/Invoices – Adrian Lockington provides report

2025 Economic Development & Tourism Conference Planning

- EDT Conference Advisory Committee – Motion by Brad Bauges second by Jason Jandt to form a Conference Advisory Committee that includes the two chambers directors and Executive Assistant Adrian Lockington for the 2025 EDT Conference and will dissolve at the regular EDT meeting in June of 2025. Carried.
- Adrian Lockington provides update on the Conference Planning in relation to RTM

Broadband Updates and Grant Opportunities– Adam Balz reports latest meeting information and next cycle of grant opportunities.

Community Outreach – Flyer is complete, will begin distribution efforts

Affordable Housing in Monroe County – Discussion, invite key stakeholders to upcoming meetings

HUD PRO Housing Grant and HUD Legacy Challenge - Discussion

October EDT Meeting Location Suggestions – B3, Adrian Lockington will attempt to book space and confirm with committee.

Next Month's Agenda Items

- Open Space Plan Discussion
- North Complex Update
- Community Outreach
- Operation Green Light

Motion to adjourn meeting by Joey Esterline second by Jason Jandt at 9:37 a.m. Carried.

Recorded by Adrian Lockington, Executive Assistant