

Economic Development & Tourism Committee Meeting

October 10, 2024

Present: Adam Balz, Joey Esterline, Jason Jandt

Advisory: Roxie Anderson, Brad Bauges, Jon Bingol, Sean Quinn

Citizen: Maila Kuhn

Other: Adrian Lockington, John Hendricks

Meeting was called to order by Chair Adam Balz at 8:32 a.m. in the Monroe County Board Assembly Room.

Next Month's Meeting Date/Time November 18, 2024 at 8:30 a.m.

Motion by Brad Bauges second by Joey to approve September 12, 2024 meeting minutes. Carried.

Public Comment Period – no members of the public present

Event Updates from Committee Members

- Jon Bingol, MRRPC- Completed WEDC small business development grant application
- Sean Quinn/Claudia Neve -Fort McCoy - record number of attendees at commemorative area. Community relations position still available. Armed forces day planning efforts under way.
- John Hendricks – Sparta Chamber Fall fest this weekend. Prost tonight – gearing up for kriskindlemrkt –
- Joey Esterline - Sparta farmer's market final event this Saturday.
- Adrian Lockington – 6th Annual Deck The County Contest coming up—will kick off before kriskindlemrkt
- Dennis Treu replacing Toni Wissestad for MRRPC Monroe County Representative

River Travel Media Update – Adrian Lockington gives updates on analytics, photography and brochures

Financials/Invoices – Discussion/Action – Adrian Lockington gives report

2025 Economic Development & Tourism Conference Planning – Discussion/Action – Adrian Lockington provides update on the committee sponsorship opportunity and deadlines. Advisory Committee met and will bring forward recommendations in November.

Broadband Updates and Grant Opportunities –Roxie Anderson provides update on grant opportunities.

Community Outreach – Adam Balz provides update on community outreach and efforts

Housing – Adam Balz provides update on housing. Invite stakeholders to future meetings

SMRT Bus opportunities – Adrian comments to expanding partnership, advertisements and agreement with our Justice Programs department

Open Space Plan – Roxie Anderson provides summary

Watershed meetings and education- Joey Esterline provides update

Operation Green Light – Adrian Lockington comments to Operation Green Light Nov 4-11

Next Month's Agenda Items

- Child Care Initiatives
- Wisconsin Destinations Conference Update- Adrian Lockington
- Broadband
- North Complex/Old Rolling Hills

Motion by Maila Kuhn second by Jason Jandt to adjourn. Carried.

Recorded by Adrian Lockington, Executive Assistant