

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 2-8-18 – Three Bears Resort – Warrens

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:11am by Chair Sharon Folcey. Roll-call was taken.

Present:

Committee Board Members: Sharon Folcey, Dean Peterson, Nodji Van Wychen

Citizen Members: Mary Jo Hill, Paul Harms, Bernadine Arena

Advisory Members: Tina Thompson – Tomah Chamber & Visitors Center, Tonya Townsell – Ft. McCoy

Economic Development & Tourism Coordinator: Steve Peterson

Absent: (AM) John Hendricks – Sparta Area Chamber of Commerce, Jarrod Roll – Monroe County Local History Room; Jim Bialecki – Monroe County Administrator **(CM)** Dennis Berg, Pete Reichardt

Special Guest: Kelly Murray – Executive Director – Cranberry Discovery Center

Minutes – There was discussion that some Committee members did not find their minutes in their e-mail. S. Folcey was going to check with the Clerk's office to make sure that they all are sent to everyone. Motion by T. Thompson to approve the minutes of the January 11th, 2018 meeting. 2nd by B. Arena. Motion carried.

Welcome – Kelly Murray was introduced to the Committee as she has volunteered to replace N. Van Wychen as the Hidden Valleys representative for Monroe County. K. Murray has a wealth of experience in the tourism industry with her work at the Tomah Area Chamber of Commerce for years and her current position at the Cranberry Discovery Center.

Financial Report & Invoices – S. Folcey updated the Committee on the new 2018 budget and handed out a condensed version that was easier for the Committee to follow. S. Peterson presented invoices for the Monroe County Economic Development Conference. The Committee had budgeted \$4,000 for the Conference with \$2,675 from the Conference line item and \$1,325 from the E.D. Marketing line item. The money goes to sponsoring the Conference and the Conference binders that are also used by S. Peterson for prospect recruiting the rest of the year. Motion by N. Van Wychen to pay the 2 invoices. 2nd by D. Peterson. Motion carried.

MapNTour – S. Peterson reported that progress continues with this marketing tool and it will be unveiled at the E.D. Conference. 100 businesses are featured on this virtual mapping system of the County. Because of the potential matching funds by Xcel Energy and Alliant Energy and possibly other sources, S. Peterson requested that \$2,000 be taken from the E.D. Marketing line item to be paid to MapNTour. Peterson said this marketing tool will be a strong asset to have when recruiting businesses to the County. There is the potential of having businesses expand their spotlight on the GPS Mapping tool, for a fee, that would be determined after the system is in place. Motion by T. Thompson to allocate the funds. 2nd by N. Van Wychen. Motion carried.

Monroe County Economic Development Conference Update – S. Peterson reported that WI Governor Scott Walker is scheduled to speak at the Conference on 2/22 at 9:30am. Registrations are at 316 from 23 different Counties around the State at the time of the Committee meeting. He said that it looks like

we will have the largest crowd ever and it will sell out. Peterson went through the entire schedule informing the Committee about the speakers and the topics they will be featuring. Sessions include some new services for Monroe County which includes the MapNTour mapping system, a new Job Board from True Job and a comprehensive statistics site created by Townfolio.

Peterson said he had 58 booths registered already with a sell-out expected because of space considerations. The Dine Around will feature foods produced and marketed by businesses in Monroe County. He encouraged Committee members to continue to promote the Conference and Peterson was going to reach out to the County Board Supervisors to remind them to register again.

Monroe County Economic Development & Tourism Coordinator Report

• MEETINGS/EVENTS

- **Childcare Conference call – 1/12**
 - Looking at adding a day care facility in the County
 - Met with the Wisconsin Early Childhood Association reps
- **Prospect Meeting – WEDC offices – La Crosse – Todd Fahning, Mark Sund, Jenny Kuderer & prospect**
- **WDAC Board of Directors meeting – 1/15**
- **Prospect Conference call – 1/15**
- **Prospect Meeting – Weiser Brothers offices – 1/16**
- **Monroe County Job Initiative meeting – 1/18**
- **Prospect visit – 1/18 – incentive meeting at Three Bears Resort**
- **Prospect visit – 1/19 – tour of the Tomah, Sparta and Cashton – Pete Thorson, Weiser Brothers, Jenny Kuderer (WEDC), Peter Fletcher (MRRPC), Scot Wall (Cashton Development Corporation), Justin Erickson (Community Venture Network) & prospects**
- **Lugar de Reunion meeting – 1/23 – Scenic Bluffs Community Health Centers**
- **SET Plan meeting – 1/24**
- **Monroe County Board meeting – report – 1/24**
 - Summary of economic development projects over the past year
 - Updated the board about the upcoming E.D. Conference
- **Governor’s Conference on Economic Development (WEDA) – 1/31 – 2/2**
 - Foxconn update
 - Business Recruitment tips and targets in the future
 - Rehabbing projects that made financial sense
 - Job targets in the future
- **SW-ITBEC meeting – 2/2**
- **Site meeting – Cashton – 2/2**
- **Meeting with the Deputy Sec. of USDA – Ripon College – 2/5**
- **Tomah Journal interview – conference – 2/7**

• UPCOMING MEETINGS/EVENTS

- **Monroe County Job Initiatives meeting – Tomah Chamber – 2/8**
- **Prospect meeting – 2/13**
- **CGI Videotaping – 2/16**
- **Alliant Energy meeting – 2/23**

- **NEWS/NOTES**

- **Gen3 project starting on the Tee Pee lot**
- **City of Sparta** – will be getting a state certified designation soon for the South Pointe Business Park
- **Working on strategy plan** – Owners of the land south of Gopher Avenue, across from the hospital project in Tomah
- **Bank of Cashton** – saw some preliminary drawings of the new bank building

REPORTS:

Tomah Chamber of Commerce – T. Thompson reported:

- Feb. 26 – 55th Annual Banquet – Cranberry Country Lodge
- March 8th – Sexual Harassment in the Workplace – Cranberry Country Lodge
- Area Guide is printed and have started distributing the 32,000 guides.
- Struggles continue with the finalization of the lease agreement between the Tomah Chamber and the City of Tomah on the new Chamber building. All options are being looked at to remedy the problem but the personal opinions have taken it's toll and the issue has even become a platform for the mayoral candidates.

7 Rivers Alliance – no report

SW-ITBEC – Jackson County is officially the newest County member of SW-ITBEC and their representatives were in attendance. A new upgraded web site was launched.

Hidden Valleys - N. Van Wychen reports: The new magazines are printed and being distributed. Because of schedule conflicts with County committee meetings and the Hidden Valleys Board meetings, N. Van Wychen cannot attend the Hidden Valleys meetings. It was recommended that K. Murray replace N. Van Wychen as the Monroe County representative on the Hidden Valleys board. S. Folcey said since there were no objections from the Committee, she would contact the County Finance Department on how K. Murray's expenses would be covered since she was replacing N. Van Wychen.

Local History Room – no report. Reminder to the Committee about the Fort. McCoy Archaeology Lecture & Exhibit at the History Room.

Ft. McCoy – T. Townsell reports: A new web site is being created with a new web domain name too. Staff are continuing to deal with the potential federal government shutdown again. The last one didn't last long but did cause some initial issues. Staying tuned to what may happen with the latest shutdown possibility. Armed Forces Day will be on May 19th at Ft. McCoy. The Change of Command Ceremony will also take place on that date. Colonel Pinter will be leaving his post at Ft. McCoy and replaced by Colonel Kim. More details coming.

Sparta Chamber of Commerce – no report

Three Bears Resort – P. Harms was thanked for hosting the Committee meeting and he said his staff is excited to be hosting the upcoming Monroe County E.D. Conference. Harms reported that 44 rooms were already reserved for Wednesday night of the Conference. He reported that they have launched a new web site with many new features.

N. Van Wychen reported about the preparations going into the upcoming Warrens' 150th Celebration. The festivities will be on July 3rd with many events being planned by various organizers along with a history book of Warrens that is being written and will be published in the future.

Next meeting – Thursday, March 8th – 9:00am – Monroe County Board Room - Sparta.

Motion by T. Thompson to adjourn. 2nd by B. Arena. Motion carried. Meeting adjourned at 11:10am.

Submitted by:

A handwritten signature in black ink, appearing to read "Steve Peterson", with a long horizontal flourish extending to the right.

Steve Peterson