

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 11-15-18 Citizens First Bank

Present:

Committee Board Members: Dean Peterson, Mark Halverson

Citizen Members: None

Advisory Members: Tonya Townsell – Ft. McCoy, John Hendricks – Sparta Area Chamber of Commerce

Economic Development & Tourism Coordinator: Steve Peterson

Absent: Nodji Van Wychen, Jarrod Roll, Mary Jo Hill, Kevin Ravenscroft, Dennis Berg, Tina Thompson

Guests: Jim Bialecki – County Administrator Lisa Hanson Purchasing Coordinator

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:03am by Dean Peterson. Roll-call was taken.

Minutes – Motion by M. Halverson to approve the minutes. Second by D Peterson. Motion carried.

Financial/Invoices-No invoices at the time for payment. S Peterson made comment that Hidden Valley did not have a contract from us for the full page ad that would be in the book. S Peterson was going to put something together to submit and S Peterson is going to sign a new contract to get the ball rolling.

Budget Adjustment-Alliant Energy gave a grant to cover the cost of the Map N Tour payment this quarter. The funds need to be adjusted and put into the Marketing and Promotion line. Once approved at County Board-payment will be made to Map N Tour. The budget adjustment was approved by M Halverson.

Status of EDC contract-The position has been approved for the 2019 budget along with a Land Use Planner. S Peterson will be working with Jim Bialecki on the updating of the contract for the EDC position. J Bialecki talks about moving the committee to an Economic Development Corporation, which would involve people from the public, villages and townships to be invited to the corporation. Involve more departments in decision making processes before the final plans hit the Land Use Planner.

Advisory Member Replacement-The committee agreed to revisit this next month. With the talk of going to an Economic Development Corporation-they would be dissolving the committee and recruiting new members for the corporation.

Workforce Summit Recap-There was around 60 in attendance of the summit, lots of talk of recruiting and retaining employees. A survey was sent out to participants and the feedback was very positive. Employer participation and the representation were both very good. Talk about doing the summit twice a year was discussed. Nothing finalized at this time.

Monroe County Economic Development Conference 2019- With the current election-has thrown things up in the air at this point. Movement of the state agencies will make finalizing the plans on speakers difficult at this time. S Peterson will have more information next month.

Tourism Brochure- Discussion about doing a county parks brochure for McMullen and Angelo parks. Support your county parks. More talk will be discussed at the next month meeting.

WACB Fall Tourism Conference Recap-J Hendricks gave an update. Donald Driver was a big part and it was revealed that he will be in spotlighted in the upcoming magazine.

Budget Update-J Bialecki suggested they roll any funds they have into the next year. With the changes they are implementing with the committee disappearing and forming a corporation.

Administrators Report- Working with S Peterson on his contract and focusing on the Economic Development Corporation. The state is dissolving the Revolving Loan Fund, a decision will need to be made about paying off the loans and applying to get that money back. Loans are capped at \$100,000.

Economic Development Coordinators Report-Prospects are slow this time of year. One in November and two in December.

South Park signage is up on the interstate.

Progress on the Tomah Hospital is coming along and across the road from the hospital.

Seven Rivers Alliance had good attendance at the Minneapolis event-around 75-80 people.

FoxCon presentation encouraged all Wisconsin businesses to sign up on the supply chain to get their business out there for local Wisconsin purchases. Other companies also utilize the site for vendors. There is a link on the Economic Development website.

S Peterson seems to be the go to person for FEMA-SVA information and working with individuals that are being turned down for assistance. There will be an announcement for low interest loans for businesses and individuals in March.

S Peterson will follow up with the Tourism magazine to see where they are at with our contract and ad for the magazine. A new contract should be done.

5 Minute Reports:

Local History Room-New exhibit opens tonight 11-15-18

Ft. McCoy-Hunting season starts and there are 2000 permits and 400 bonus tags issued. Hunters have to register their weapons on the base as you can't have weapons on the base.

- They have been doing prescribed burns to help prevent wild fires that get out of control.
- They will be discontinuing Rapid Pass.
- They hired a new Game Warden-which has not been filled for quite some time.
- Lots of people retiring out at Ft. McCoy-lots of job posting on USAJOBS.
- They will be preserving the old barracks and moving these buildings to make room for new buildings.

Sparta Chamber-The City of Sparta and the Chamber are working together on a news publication website which is supported by Seven Rivers Region.

City of Sparta rose the room tax to 7%.

City bike advocate group-put up some murals along with improving the bike trail and including bike racks. Visit bikesparta.us and check out what to do around the area for biking.

Tomah Chamber-None

7 River Alliance-Work on a 10 year strategic plan in 2019.

Hidden Valley-We still have no representation to attend the meetings. Talk of doing a rotation for member to attend. S Peterson stated the meetings aren't all that long-they are just not close by.

The magazine is going to print soon. Juneau County is on the cover.

ITBEC-December meeting is December 7th at the Sparta American Legion. They will recap the year. They ask those who received grants for 2018 come and talk about how they worked for them.

2019 they are looking at a different way to brand themselves.

Agenda Items for next month:

Advisory members for the board.

Brochure for county parks.

Steve's contract and the forming of the ED Corporation

Follow up with tourist magazine on the contract for next year.

Next Committee Meeting: December 13th, 2018-Monroe County History Room

Motion to adjourn by M Halverson, second by D Berg. Meeting adjourned at 10:40 am.

Submitted by Lisa Hanson