

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 7-13-17 – Tomah Chamber of Commerce - Tomah

Present:

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

Citizen Members: Dennis Berg, Mary Jo Hill

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

Economic Development & Tourism Coordinator: Steve Peterson

Absent: Pete Reichardt, Paul Harms, Bernie Arena, Jim Bialecki, Jarrod Roll

Special Guests: Lisa Beck – Discover Wisconsin, Tim Evans – Monroe County Herald

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:05am by Chair Sharon Folcey. Roll-call was taken.

Minutes – Change to 2010 to 2019 on DW episode segment. Motion by D. Berg to approve the minutes with the correction of the May 18th meeting. Second by T. Thompson. Motion carried.

Discover Wisconsin – Lisa Beck. Presentation about potentially having Monroe County/Elroy-Sparta Bike Trail being part of a bicycling episode that would air in 2019. Filming in 2018. The County would partner with other bicycling areas around the State on a bike themed show. The show would air in 2019, 2020 and 2021. L. Beck gave presentation packet of the benefits and the components the County would receive for being part of the episode. The filming could feature the seasons of bicycling, events, etc. with return filming schedules during the year.

Along with the episode there is a very strong interactive web site component to market the County, attractions and the bike trails.

Committee recommended more discussion and finding funds through various resources.

Invoices – Motion by D. Peterson and 2nd by D. Berg to approve payment of 100 Revolving Loan Fund brochures. S. Peterson will get the invoice to S. Folcey. Motion carried. N. Van Wychen will be sending an invoice to S. Folcey for reimbursement for attending the Hidden Valleys meeting last month.

Monroe County E.D. Coordinator Report:

• **Meetings/Events**

- **Live Music on Main** – Saturday, 6/17 – Cashton – MC'd the event. Good turnout and look to have this be an annual event.
- **State Proclamation**– 6/21 – Asked to attend the proclamation event for Brian Winnekins at the State Assembly in Madison. Recognized for his dedicated work to promote agriculture and local news/information in Wisconsin.
- **WISE Plan Steering Committee** – 6/27 – follow up from the Workforce Summit. Sparta will be hosting a Workforce session on 7/31 at 10am at the Sparta Barney Center. Inviting businesses in the Sparta area to attend with feedback on their workforce issues.

- **Wisconsin Procurement Institute E.D. Contract Conference** – Volk Field – 6/28. Help area businesses secure government contracts.
- **10-Miler Event** – discussions with Ft. McCoy about partnering on this event in Washington DC. AUSA Robert B. McCoy Chapter is sponsoring to 2 teams from Ft. McCoy for the first time. Looking at possibly having a booth at their exhibitor area to promote the area.
- **Map’N Tour** – conference call/online presentation to showcase the features we can utilize to market our E.D. value in the County on line.
- **Sparta Newspaper interview** – story about the lack of Daycare facilities in the County and the effect it can have on the workforce.
- **Upcoming Meetings/Events**
 - **Stockholm Art Fair** – 7/15 – recruitment of vendors for VINO FEST 2018
 - **WDAC Board Meeting** – 7/17 – 10:30am – Tomah Chamber of Commerce
 - **WISE Plan Steering Committee meeting** – 7/19 – Black River Falls
 - **CGI Video Taping** – traveling around the county from 7/24 – 28 taping E.D. segments
 - **Monroe County Fair** – taping segments for the CGI videos
 - **WISE Plan Workforce Session** – 7/31 – 10am – Sparta Barney Center
- **Prospects**
 - 1 prospect is getting closer to a decision. Workforce is the stumbling block yet.
 - Have had 4 prospects in the County for visits. Had 1 yesterday and have 2 more scheduled before the end of the month.
 - Working with 9 prospects at this time. 4 are very serious about locating or expanding into Monroe County. The other 5 are in the early stages of recruitment.
- **New Monroe County Revolving Loan Fund Brochures** – updated, printed & download version on the web site.
- **South Pointe Business Park – Sparta** – already getting interest in the land from prospects
- **Organic Valley Ghee & Cheese Processing Plant** – up and running and working with them on recruiting a potential prospect too.
- **Mill Haven project** – really looking good and will be a real asset for Tomah & the County.
- **Colonial building** – is now listed but no real activity at this point.
- **SW-ITBEC** – the WCA State Convention is being held at the Kalahari in September. They were wondering if we were interested in doing a booth there?
- **BIKE ME FUN RIDE** – www.bikemeride.com
 - Many people and organizations are excited about working on next year’s ride now that they know what it was all about.
 - Next year’s ride is June 1-2, 2018
 - Launching a **BIKE ME SHOP** online store next month. Shirts and other biking accessories. May offer an early bird discount card that people can buy for the holidays or special events.
- ❖ **VINO FEST** – www.vinofest.org
 - Will not be launched until 2018. Good chance that it will stay on the Labor Day weekend but am getting input from wineries if a time of year is better than that weekend?

- Wisconsin Wineries Association is considering a partnership in 2018. They turned down it initially but are reconsidering. Already have 6 wineries that will be part of the fest regardless what the State association decides.
- The WI Dept. of Tourism awarded the festival a \$28,650 JEM Grant and have agreed that we can resubmit the application by August 1st so they can automatically extend it for next year. The grant will be applied by and coordinated through the newly formed **VINO FEST** Committee.
- Creating a **VINO FEST** Gift Shop on line to presell items and build the hype of the fest.

REPORTS:

Sparta Chamber of Commerce

- J. Hendricks is getting settled in as the new Chamber Executive Director
- Cracker Barrel Meeting – 7/31 – 7am – Sparta Family Restaurant
- Golf Outing – 8/2
- Veteran’s Bicycling Group coming through Sparta – Project Hero Bike Trip – 200 riders – 8/9 – hosting a reception for the riders
- Starting to work on a Theater restoration project downtown in the old Wild Women’s building.
- Establishing a bicycle event in 2018. A criterion bike ride looping around the City. Possibly partnering with Special Olympics.

Tomah Chamber of Commerce

- Getting set up in the new building.
- 8/22 – Connect Community – ground breaking at the old Tee Pee Supper Club location for new multi-use facility being built. GEN-3 Group is heading up the project.
- 7/21 – Golf Outing – Holiday Lodge
- Revamping and re-evaluating goals, committees, direction of the Chamber
- Working on possible tenants for the office space in the building

Ft. McCoy

- Housing project is finally completed. Been a long process and the transition has begun.
- Huge increase in training through end of July and August. Convoys has been slowing down some traffic but communities have been great to work with.
- Commemorative Area is open again.
- Community Appreciation event – 8/31 – review plan for future years. Want to make it not just a business event.

SW-ITBEC - no report – no meeting in July

Local History Room

- S. Folcey reported that Jarrod Roll is doing a special event at the Local History Room building the day of the Justice Center Ribbon Cutting day on 9/29.

- Art at the Grotto on 8/26. Open to the Public.

Justice Center

- S. Folcey reported that the ribbon cutting on 9/29 for the Justice Center & other adjoining buildings.
- Asked the committee members to meet and greet with dignitaries and move traffic around.
- Working on commemorative keepsake for people who attend the big event.

Hidden Valleys – Nodji Van Wychen

- Met at Fennimore. Next month's meeting in Darlington.
- Met all the committee members
- Sandy Williams is now the General Manger of Hidden Valleys
- Looking at photos for next year's magazine already.
- Discussed the upcoming trade shows – Canoeocopia – Madison, Milwaukee Sports Show, shows in Dubuque and Cedar Falls, IA
- Distribution of magazines will be done internally instead of going to Ad-Lit in the future

7 Rivers Alliance

- Ice Cream Social on 7/13 in La Crosse
- SET Program – Daycare Study
- WISE Plan – continuing their study information gathering process.

WACVB Fall Conference in Racine on November 2-3.

WI Towns Association regional meeting – 8/17 in the township of Greenfield. Topics will include evasive species and working on a Emergency Management plan with the Mississippi River Regional Planning Commission.

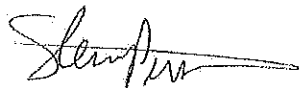
Agenda Items for next month:

- Discover Wisconsin
- Budget adjustments
- Monroe County E.D. Conference
- Tonya – archeologist from Ft. McCoy

Next Committee meeting is scheduled for Thursday, August 10th at 9:00am at a place to determined.

Motion by N. Van Wychen. Send by D. Peterson to adjourn. Meeting adjourned at 11:25am.

Submitted by:



Steve Peterson