

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 10-14-17 – Three Bears Resort – 701 Yogi Circle - Warrens

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:06 am by Chair Sharon Folcey. Roll-call was taken.

Present:

Committee Board Members: Sharon Folcey, Dean Peterson

Citizen Members: Dennis Berg, Pete Reichardt, Bernadine Arena, Paul Harms

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

Economic Development & Tourism Coordinator: Steve Peterson

Absent: (CBM) Nodji Van Wychen, (AM) Jim Bialecki – Monroe County Administrator, Jarrod Roll – Monroe County Local History Room, Tina Thompson – Tomah Chamber of Commerce

Special Guests: Greg Evans – Evans Printing & Media Group, Nancy Jacobs – CASA (Court Appointed Special Advocates)

Media: Tim Evans – Monroe County Herald

Minutes – Motion by T. Thompson to approve the minutes of the September 14th meeting, 2nd by D. Peterson. Motion carried.

Presentation – Nancy Jacobs spoke to the Committee about the expansion of CASA in Monroe County. She pointed out how navigating our broken child welfare system is confusing, frustrating and timely. This program recruits, trains and supervises volunteers who are appointed by the court to advocate for Children in Need of Protection or Services (CHIPS) who were victims of child abuse or neglect. J. Jacobs said that this issue in Monroe County is growing at a rapid rate. Many of the cases are because of the rampant drug use of children's parents. She wanted the Committee to know more about the issues and that through a grant, she was hired as a part time Case Manager dedicated to expanding services and meeting the needs of Monroe County. Now her biggest challenge is recruiting volunteers to meet the case load along with spreading the word about the program. The Committee asked many questions and invited her to come back again with an update in the future.

Go Monroe County Activities Guide – S. Folcey outlined to the Committee that a decision was needed to be made about who would receive the contract for the 2018 Go Monroe County Activities Guide. S. Folcey pointed out that Evans Printing & Media Group and Top Dog Marketing both had requested to be considered for the contract. Greg Evans spoke to the Committee about the past years of doing the publication and that they had already begun selling ads for the 2018 guide when he was told by S. Peterson that Top Dog Marketing was submitting a proposal to publish the guide as well. G. Evans was greatly surprised by that when he received an e-mail from S. Peterson about his decision. G. Evans pointed out that they have a history with the guide and was under the understanding that any past issues about delivery, billing and responsibilities had been addressed and were settled. S. Peterson told the Committee that his proposal was not coming from him personally, but from Top Dog Marketing. He pointed out that his wife Lori was expanding her role in the business and would be the lead on this effort. S. Peterson stressed that the task of doing the guide was something he would be able to handle with all his other duties and the Committee should look at it as Top Dog Marketing doing this project because he needed to grow his company with the uncertainty of future contracts

with the County.

S. Folcey asked that representatives from G. Evans & Tim Evans representing Printing & Media Group and S. Peterson, representing Top Dog Marketing leave the room so the Committee could discuss the proposals and come to a decision. The committee discussed the proposals at great length. A motion was made and approved unanimously to continue with Evans for 2018 publication. Proposals for the 2019 publication will be reviewed after the conference, no later than August with a decision.

The representatives from both companies that submitted proposals returned. S. Folcey outlined some of the discussions by the Committee and announced that the Committee had voted to reward Evans Printing & Media Group the 2018 Go Monroe County Activities Guide contract. G. Evans was informed by the Committee that he was responsible for these stipulations:

- Guide had to be printed before the Monroe County E.D. Conference in February 2018
- At least quarterly reports on the progress of distributing the guides throughout the year
- Making sure that all advertisers received guides in their businesses

S. Folcey also stated that the County owned the rights to all the information, narrative and photos in the Guide and the Committee wanted it stated in the Guide. The Committee will request RFPs for the 2019 publication in May 2018.

Financial Report & Invoices—S. Peterson requested payment for the WDAC Annual Membership of \$250.00 and payment for the WEDC Connect Community Annual Membership of \$200.00. Both memberships were in the budget and waiting for invoices. Motion by D. Peterson. 2nd by T. Thompson. Motion carried.

Budget Review – The Committee reviewed the proposed budget breakdown for 2018 with concerns on where the budget will end up after the County Board review. Even with cutting back slightly from the current Committee budget for 2018, there is still more possible cuts pending. S. Folcey & D. Peterson both stated that the 2017 County Budget is way over budget and there are some real cuts coming for 2018 in the budget. S. Folcey reminded the Committee that they should try to attend the County Budget Hearing on November 1st at 6pm in the County Board room.

Monroe County E.D. Coordinator Report:

- **Meetings/Events**
 - 9 Prospect meetings/conference calls/visits
 - **WDAC Board meeting** – 9/18 – Oconomowoc – month Board of Directors meeting
 - **CESA Summit** – 9/20 – West Salem – the WISE Plan breakdown and networking with area school districts' officials
 - **Economic Development Summit** – 9/21 – Chippewa Falls – workforce initiatives
 - **Warrens Cranberry Festival tour** – 9/21 – visit with officials and tour new additions to the festival and the economic impact with the tourism expenditures
 - **Alliant Energy E.D. Meeting** – 9/25 – Wisconsin Dells – meeting with E.D. officials on the new programs offered by Alliant Energy.
 - **WEDA Fall Economic Development Conference** – 9/27-29 – Elkhart Lake – annual conference
 - **Justice Center Ribbon Cutting Ceremony** – 9/29

- **Monroe County E.D Conference speaker conference call – 10/3 – coordinating speaker line-ups for the Conference.**
- **SW-ITBEC – 10/6 – monthly meeting**
- **Cashton Development Corp. – 10/6 – discussion of potential prospects and setting up site visits**
- **Upcoming Meetings/Events**
 - **Forward Tomah – 10/12 – discuss land price for prospect**
 - **Prospect Meetings – 10/12-13 – meeting with prospects in the Twin Cities**
 - **Monroe County E.D. Conference speaker conference call – 10/16 – coordinate speaker line-up for the conference**
 - **Gigabit Meeting – 10/18 – Tomah – discuss potential downtown fiber-optic options in downtown Tomah**
 - **Monroe County Job Skills Initiative – 10/19 – Tomah High School**
 - **Wisconsin Downtown Action Council Summit – 10/25-26 – Sheboygan**
 - **WACB Fall Tourism Conference – 11/2-3 – Racine**
- **NEWS/NOTES**
 - **Cran Grow – has filed Chapter 11 Bankruptcy – restructuring company**
 - **Annexation request in Tomah – Land owner of property south of the new Tomah Healthcare campus site, along I-90 has requested annexation into the City. A potential TIF District is also being proposed for that site.**
 - **MapNTour – Continuing to work on possibly using this company & technology as a resource for marketing the county on line with a virtual tour of all the businesses, industrial/business parks and commercial properties in the County. Looking at possible sponsorship funds from Alliant Energy, Xcel Energy, Touchstone Energy and others to help offset the costs.**
 - **New County Economic Development web site – will be unveiled at the E.D. Conference.**

MONROE COUNTY ECONOMIC DEVELOPMENT CONFERENCE – TENTATIVE

- **EXPANDED SCHEDULE:** Wednesday's Conference day - registration at 8:00am; program at 9:00am
- **CONFERENCE REGISTRATION:** \$50 for one day or \$80 for both days (*2017 was \$25 for Wed., \$40 for Thurs., \$50 for both*)
- **SPONSORSHIP LEVELS:** \$600 - Gold; \$400 - Silver; \$200 – Bronze - Overall conference & Events
- **MARKETPLACE BOOTH:** \$125
- **SPEAKERS:**
 - **Welcome - Both Days:** *Steve Peterson, Sharon Folcey, Jim Bialecki, Cedric Schnitzler*
 - **Invited - WI Governor Walker or Lt. Governor Kleefisch**

Wednesday:

- **WORKFORCE ROUNDTABLE**
 - **(Workforce)** - *Secretary Ray Allen - WI Dept. of Workforce Development*
 - **(Education)** - *CESA*
 - **(Childcare)** - *Audra Wiesner - The Parenting Place*
 - **(Housing)** - *Wyman Winston - Executive Director - WHEDA*
 - **(Infrastructure)** - *Dean Prestegaard - Economic Development Chief - WI Dept. of Transportation*

- **WISE PLAN** - *Chris Hardie - Executive Director - 7 Rivers Alliance*
- **MONROE COUNTY TRIVIA** - *Jarrold Roll - Monroe County Local History Room*
- **LUNCHEON SPEAKER** - *Jerry Deschane - Executive Director - WI League of Municipalities*
- **VISION FOR WISCONSIN GROWTH** - *Kurt Bauer - President/CEO - WI Manufacturers & Commerce*
- **LEASING EQUIPMENT - GOOD BUSINESS MOVE** - *Lesley Thomas Farmer - KLC Financial*
- **WI DEPT. OF TOURISM** - *Drew Nussbaum - SW Regional Tourism Specialist*
- **SUCCESSION** - *Rob Vales - Vercor & Michelle Bonahoom - VisionOne*
- **ENERGY SAVINGS TO YOUR BOTTOM LINE** - *T.J. Morice - TNT Ventures, LLC*
- **RE-ENERGIZING YOUR DOWNTOWNS** - *Wisconsin Downtown Action Council*
- **MARKETPLACE WELCOME** - *WI Tourism Secretary Stephanie Klett*

Thursday

- **BROADBAND ROUNDTABLE**
 - **WI Public Service Commission** - *Angie Dickinson - Wisconsin Broadband Director*
 - **WIN Network**
 - **LYNXX** - *Jim Costello – CEO*
 - **Centurylink**
 - **Charter**
 - **Exede** - *coordinated by Dean's Satellite - flying in from California*
- **MILITARY BASE UPDATE** - *Col. David Pinter - Commander - Ft. McCoy; Col. David May - Commander - Volk Field*
- **BUSINESS SPOTLIGHTS:**
 - **AMS Micromedical** - *Tom Arndt – Owner*
 - **Handishop** - *Ryan Tichenor - Business Development*
 - **Century Foods International** - *Tom Miskowski – President*
 - **McPherson Guitars** - *Larry Klenc - General Manager (luncheon speaker - featuring acoustic guitarist Juan John De Hoyas)*
- **BUILDING STRONG RELATIONSHIPS BETWEEN EMPLOYEES & EMPLOYERS** - *Oak Moser - Performance Mindset/Executive Coach - COACHING CONNECT*
- **REHABBING YOUR DOWNTOWN** - *Joe Lawniczak - Downtown Design Specialist–WEDC*
- **CUSTOMER SERVICE** - *Drew Nussbaum - SW Regional Tourism Specialist - WI Dept. of Tourism*
- **CYBER SECURITY** - *WIN Network*
- **MONROE COUNTY JOB SKILLS INITIATIVE**
- **MARKETPLACE**
 - The site for Marketplace may move upstairs in the restaurant area. This would allow booths to set up in a separate area and with their own space upstairs allows more space downstairs for more attendees and the breakout sessions could be held in the side room that was used for booths last year.
 - There will be no marketplace in the afternoon on Thursday afternoon based on input from exhibitors.
 - Potential of having 60 booths. 10 booths from last year may not be attending this conference. Already have 12 new businesses/organizations who want to reserve booths.
- **DINE AROUND** – *Featured businesses already committed:*

- *BP Smokehouse*
- *Foss Fine Meats*
- *Lynn's Candies*
- *Shelly's Bakery*
- *Pasture Pride Cheese*
- *Organic Valley*
- *AJ's Pizza*
- *Three Bears Resort culinary team*

Have 5 more invitations out to other food businesses to be part of the Dine Around.

• **SUMMARY**

- The Conference web site launches Nov. 1st. On line Registrations start at that time too.
- Event Facebook page will be launched on Nov. 1st. Conference App will launch on Nov. 1st and registration can be done on your phone as well
- E-Newsletters, news releases will be sent out, starting on Dec. 1st.
- Any print or other media advertising buys will be evaluated after Jan. 1st.

VINO FEST

- will have first organizational meeting in early November.
- Worked with the Dept. of Tourism and they've approved a reapplication for 2018 since we didn't use the grant in 2017. Because the reapplication is for 2018 the Grant Applicant has changed from the Tomah Chamber & Visitors Bureau to the VINO FEST organization.
- Most of the issues with the wineries have been taken care of. We are now only featuring wineries in Southwest Wisconsin.

Based on the reapplication of the JEM Grant, S. Peterson requested that the Committee approve \$500 in 2017 and an additional \$500 in 2018 as a major sponsor of VINO FEST. This sponsorship would be part of the financial match in the JEM Grant application. Motion by P. Reichardt to approve \$500 for a VINO FEST sponsorship and review the 2018 request next year. 2nd by T. Thompson. Motion carried

REPORTS:

Local History Room – no report

Hidden Valleys

N. Van Wychen was absent but B. Arena reported that the full-page ad for Monroe County in the guide has been finalized. She said that she will coordinate with N. Van Wychen on getting all the area events sent in for the new Hidden Valleys guide or they can send them directly to B. Arena.

7 Rivers Alliance

S. Peterson reminded the Committee that the State of the Region meeting will take place on November 15th at the Celebration on the River in La Crosse. This event will be the unveiling of the WISE Plan that has been in the works for over a year.

Sparta Chamber of Commerce - J. Hendricks reported:

- The Fall Festival celebration was coming up this weekend – Oct. 14th.
- Celebrating Manufacturing Month with more tours of area manufacturing facilities in the Sparta area

- Business @ 5 coming up spotlighting the non-profit organizations in Sparta. It will be held at the Sparta American Legion on October 19th.

Tomah Chamber of Commerce – T. Thompson reported:

- Board Elections are taking place with 4 positions open
- Hometown Heroes – Business @ 5 was a huge success with over 300 attending. Recognized the area heroes – fire department, police, etc.
- Business @ 5 coming up on November 9th at Recreation Park in Tomah – Member Showcase
- Active Shooter Seminar – October 19th – bringing awareness on how to prepare and handle a serious situation that may occur in your community
- Lots of ribbon cuttings have occurred and more coming. Lots of activity in the business community around Tomah
- Trunk or Treat – October 27th – Tomah Chamber & Visitors Bureau. Organizations and businesses are welcome to take part in it with their own “trunk or treat” display
- Ad sales are going on now for the 2018 Tomah Chamber Guide
- 12 Days of Holiday Cheer – 12 businesses and 12 non-profits will be spotlighted
- Merry Mixer – December 8th
- Holiday Parade – day after Thanksgiving – November 24th
- S.M.R.T. Bus has begun its routes through Monroe County. Great addition of a service to not only Tomah but the County.

Ft. McCoy – T. Townsell reports:

- New training record was set! During fiscal year 2017 we trained 155,975 personnel.
- Economic Impact from fiscal year 2016 is estimated at \$896.8 million. Will take a few months to get the Economic Impact from fiscal year 2017. Fort McCoy remains one of the largest economic influencers in the region.
- Congrats to the soldiers who were on the Ft. McCoy team competing at the 10-Miler Event in Washington D.C. The team placed 2nd in their division and 1 soldier finished 1st in his division.
- We are hiring. Good-paying jobs with great benefits, some are entry-level

SW-ITBEC – S. Peterson reported:

- Grant recap results will be given by recipients in December.
- Initial reports are that Jackson & Trempealeau Counties have put SW-ITBEC in their 2018 budgets and will become members.
- Buffalo County has hired an Economic Development person and they will be reaching out to that County on becoming a potential member as well.

Three Bears Resort (host of the meeting) – P. Harms reported:

- Very active with area events at this time of the year
- Lots of special weekend events at the Resort
- Hired a new Director of Sales and just getting settled in the job
- An architect drawing of the future Miniature Golf Course is on display in the lobby for guests to see. Course will be opening in spring 2018.

Justice Center – S. Folcey reported:

- Open House went well and they had a nice crowd for the ceremony.
- Tours were very popular and took place most of the day.

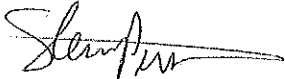
Next meeting – November 9th – 9:00am – Monroe County Board Room – Courthouse – Sparta

Agenda Items for next month:

- Finalized Budget
- Discover Wisconsin
- Monroe County Economic Development Conference

Motion by D. Peterson to adjourn. 2nd by T. Thompson. Motion carried. Meeting adjourned at 11:18am.

Submitted by:

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

Steve Peterson