

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 10-13-16 – U.S. Silica – Sparta

Present: Committee Members – Sharon Folcey, Dean Peterson; Citizen Members: Mary Jo Hill, Dennis Berg; Advisory Members: Tonya Townsell, Tina Thompson, Tim Hyma; Economic Development Coordinator: Steve Peterson
Absent: Nodji Van Wychen, Pete Reichardt, Jarrod Roll, Bernie Arena

The meeting was posted in accordance with the open meeting law.

Meeting was called to order at 9:13am by Chair Sharon Folcey. Roll-call was taken.

Motion by D. Peterson to approve the minutes of May 12th, 2016 and September 8th meetings. Second by Thompson. Motion carried.

There were no invoices to review and approve. There was discussion on the process of approved bills being paid on time. Folcey told the committee that she was going to discuss the irregularities of bills being paid on time with County Administrator Cathy Schmit.

The budget was reviewed and S. Peterson told the committee that the re-order of binders was delivered. There were a couple disparities with bills showing up as yet to be paid that were actually paid and Folcey was going to get that corrected during her meeting with the County Administrator.

Folcey handed out a handout regarding to the Monroe County Environmental Health Profile to the committee for them to take with them to review.

S. Peterson gave his Economic Development Coordinator report. Highlights included:

- Millhaven Foods officially is building a 6+ million dollar manufacturing plant in Tomah.
- Tee Pee Supper Club is close to being torn down. Contents has been sold and the demolition permits are in place.
- Meeting a delegation from Kazakhstan at Justin Trails later on 10/13 to talk about our economic development work in the County.
- Meeting with Colonel Pinter on 10/13 for 90 minutes to talk about our economic development successes and future game plan and how Ft. McCoy fits into our future growth. Also attending will be Sharon Folcey, Roger Gorius, Mark Sund, Jenny Kuderer & Danielle Jones (WEDC) and Lisa Herr (7 Rivers Alliance).
- The SET Civic Forum on 9/27 at Cranberry County Lodge was a huge success with nearly 100 people attending. Featuring foods from businesses from host Counties. Organic Valley, Pasture Pride Cheese, Val's Gourmet Cupcakery & Cookies. We broke down in groups at each table and examined the strengths and challenges that is impacting the 3 County region. Evaluating the information and have a follow up meeting with the Core Team on the 10/19 in Camp Douglas.

- Meeting on 10/17 with a Shop Local in Wisconsin marketing campaign. It would involve promoting shopping local for the holiday and would have a non-profit fundraising component. It is an app driven program
- Connect Community meeting in Cashton on 10/18.
- On 10/19, I will be one of the presenters for the WEDC webinar on agri-tourism and the impact it can have on downtown communities
- On 10/19 taking part in a webinar on saving your downtowns. 70% of all consumer retail spending takes place after 6pm. How do you get people downtown? Why won't business stay open late? Why won't they spend when they get downtown?
- On 10/20 Mayo Health System is hosting a Monroe County Fall Healthcare Forum at Jake's Northwoods in Sparta from 7am – 8:30am. Focus is on mental health issues in the workplace, looking for the warning signs and how to help. Free to the public.
- The City of Tomah Long Range Planning Committee is hosting its 2nd Public Forum at the Farmers & Merchants Bank meeting room on 10/25 starting at 6pm.
- The Wisconsin Downtown Action Council Summit on Oct. 27th in La Crosse. Many good sessions and right on our own backyard. Been nominated to the Board of Directors.
- Sparta & Tomah have financed feasibility studies on their potential need for more hotels in the area. The studies should be completed in a couple months. Tomah's study will also include the need for a convention center.
- The Wisconsin Fall Tourism Conference (WACVB) will be on 11/3-4 at the Lismore Hotel in Eau Claire. Room rate is \$129. Registration is \$140.
- Will be a panelist at the annual Transportation Development Association's annual meeting on November 15th in Madison.
- Continuing efforts on an Accelerated Business Incubator Center in the County.
- Attended the SMART Bus Open House meeting in West Salem on 9/14 with a presentation on expanding a route that will go through Monroe County, including Sparta and Tomah.
- Was part of the Walk with Walker with Tonette Walker on 10/20.
- Updating the Revolving Loan Fund presentation pieces and regulations with the Review Board.
- Attended the WEDC Roundtable at the La Crosse Chamber of Commerce office on 9/22.

- BIKE ME FUN RIDE is being expanded to a 2 day event with a pre-race reception on Friday night. Corporate sponsorship efforts continue and we have some serious interest coming from major companies nationwide. Finalizing our JEM Grant application over the next few weeks
- Economic Development recruitment and growth continues throughout the County. More announcements will be coming over the next few months.

MONROE COUNTY ECONOMIC DEVELOPMENT CONFERENCE UPDATE

- Registration fee
 - Wednesday only - \$25; Thursday only - \$40; Two Days - \$50
 - Marketplace - \$5
 - Booth Registration - \$100 – includes skirted table, electricity and 1 registration (must be set up for 2 days – 3 hours on Wednesday night and throughout the day on Thursday)
- Sponsorships
 - \$500 – booth, (4) 2-day registrations, (12) Marketplace tickets, ½ page ad
 - \$250 – booth, (2) 2-day registrations, (6) Marketplace tickets, ¼ ad
 - \$100 – One 2 day registration, (2) Marketplace tickets, business name mention

Motion by Hill to approve these rates. 2nd by D. Peterson. Motion passed.

➤ POSSIBLE WEDNESDAY TOPICS

- Luncheon speaker – Discover Wisconsin – 30th Anniversary
- Connect Community
- Shop Local
- Customer Service
- Target Marketing
- Retail business succession

➤ POSSIBLE THURSDAY TOPICS

- Go Monroe County Guide unveiling
- State of the County – recap record setting 2016
- Keynote speaker – John McHugh or Craig Culver
- Governor Walker
- SET Plan presentation
- Business Spotlights
- Workforce – Recruitment/Retention – WISE Plan
- Transportation
- SMRT Bus update
- Target Marketing & small business branding
- Col. Pinter – Ft. McCoy report

Ft. McCoy Report

- Constructing a bike trail incorporating the Pineview Camping area
- Water issue – no concern. Water was fine and there was just a valve replacement
- Studying the Cold Weather training impact on the base and area
- Housing update: hope to have 57 houses available in early 2017
- Still have many entry level jobs available on the base

Sparta Chamber of Commerce Report

- Movie filmed in Sparta in partnership with Red Bull, featuring bikers from Romania & Austria
- Tim met with the Sparta Middle School on discussing jobs availability in the real world. Included utilizing a Gold Collar Careers coloring book for the elementary grades
- Fall Festival is this weekend – 10/15-16
- Working with Non-profits – Challenge Academy – focusing on the homeless youth issues

Tomah Chamber of Commerce Report

- Building project is moving forward. Had to deal with over 80,000 bee infestation in the walls which slowed down construction. Elevator pit is being worked on. A new roof will be added. Plans to build a walking trail to connect to the current trail. Photos of the building renovation are being taken to be included in the décor inside.
- There will be a Tomah Downtown Master Plan Public Involvement meeting on 10/25 from 6pm - 8pm at the Farmers & Merchants Bank Community Room. There will be a presentation by MSA to recap project objectives, existing conditions analysis, preview public input, preliminary plan recommendations, project schedule moving forward, second survey and meeting activities to obtain public input.
- The Chamber is hosting a Business Expo on 10/19 and a Non-Profit Expo in November. Both events will be held at Three Bears Resort in Warrens.
- Board elections are coming up.
- Extending ATV Trails to the Tomah downtown area is being analyzed. Progress is moving forward to this happening.

Folcey informed the committee that there had been discussion of possibly moving the Monroe Local History into the Courthouse after the final Justice Center phase is completed. More discussion coming.

The next Committee meeting will be a week later because of a scheduling conflict with Chair Folcey. The meeting will be held on November 17th at 9am at Citizen's First Bank in Sparta.

A tour of U.S. Silica will occur after the meeting ends. Motion by D. Peterson and 2nd by Thompson to adjourn. Motion passed. Meeting adjourned at 10:56am.

Submitted by:



Steve Peterson