July 9, 2015 Minutes

Monroe County Economic Development, Commerce & Tourism Committee

Cashton Elementary School, 436 Front Street, Cashton, WI

The meeting was called in accordance with the open meeting law requirements.

Committee members present: Sharon Folcey, Dean Peterson, Bruce Humphrey, Nodji Van Wychen

Citizen members: Carol Ostrem, Mary Jo Hill

Advisory members: Linda Fournier Tina Thompson, Tim Hyma

Economic Development Coordinator: Steve Peterson

Folcey called the meeting to order at 9:04 a.m.

Motion by Humphrey to approve the minutes of the June meeting as presented. Second by Thompson. Motion carried.

The committee reviewed the financials. An invoice was presented for $1,827 to Top Dog for the creation of Go Monroe County tourism site at www.gomonroecounty.com. Also S. Peterson’s monthly wages. Motion by D. Peterson to pay the bills as presented. Second by Humphrey. Motion carried. The budget for 2016 is being assembled. Let Folcey know if there are items that need to be funded. Additional funding is already programmed in the Hidden Valley’s line item to support the costs for the 2017 Monroe County feature.

S. Peterson stated nothing new to report on Monroe County Connect Communities. He has started conducting the village tours.

The new Go Monroe County tourism website was reviewed. It is now live and is based on the guide that was published earlier. Committee members were asked to review for additional calendar items. The current list is primarily drawn from the Tomah and Sparta Chamber listings. Per the County Administrator, an RFP was not necessary as the cost was below $5,000. Folcey did an informal inquiry to a couple of designers. Each were considerably more than Top Dog. Roll is researching the owner of the bikesandberries domain name.

Suggestions for upcoming meeting sites include: Oakdale Credit Union, The Gathering Place, Silent Outdoors, Carlisle Brush, Meadowview Middle School, Northern Engraving, Sink Factory, Micro Medical, Heartland Fuels, Matthews, Multistack, Fast Corp, Oakdale Truck Wash, Ages Past, Tomah Cash Store, Mecca, WI Tech Tomah, WI Tech Sparta, BP Smokehouse, Smart Sand.

ED Coordinator Report:

* The Monroe County Economic Development website has a new look and easier navigation. An area working to improve is the Site Selector Section. Realtors seem to be reluctant to populate the state listing and the site is not compatible with MLS.
* Working with 7 Rivers Alliance, Tomah and Sparta Chambers on the Downtown Revitalization Conference, Oct. 22, Cashton. The event will start at 10 and go to either 2 or 3. Includes lunch.
* Attended the WI Economic Development Association listening session. Discussed the state of WEDC.
* The township of Portland is contemplating developing a website.
* Continues to work on prospects for the Kendall School and Tee Pee buildings.
* Gave update on Tomah Quik Trip; Sparta Co-op building will be torn down; new storage facility being constructed in the Sparta East Side Park.
* Continues to work on surveys with 7 River Alliance.
* Upcoming: continue village visits, prospects, Cashton downtown revitalization, Tomah TID requirements and discussing Tomah land acquisitions/identification.

5 Minute Reports:

* Fournier mentioned upcoming training for July and reduction of military Army-wide.
* No Hidden Valley’s Report
* Thompson reported on their upcoming Golf Outing and working/meeting with the architect for the Ranger Station.
* Hyma reported Ragbrai and “Will to Ben” bike tour promotions; the downtown revitalization initiative; July Business After 5 at the County Fair; Concerts in the Park; Driftless Destination promotions; upcoming Golf Outing and Sparta City survey.
* WATA received 20 new members this past month and Event Barns bill is on hold while the state is working on the budget. Also mentioned working on AG in the classroom.
* S. Peterson attended a site selection summit put on by 7 Rivers Alliance. One take-a-way is to get better with on-line mapping.
* No SW-ITBEC July meeting.
* Van Wychen discussed happenings with WABA; cranberry blossom days; Cranfest Board are looking to purchase vacant buildings in Warrens; and her new “Personal Marsh Tour” venture.
* S. Peterson mentioned July 29-30 Juneau County is holding the annual “How to do business with the government” seminar at Volk Field.
* Hill mentioned Kendall with have a Murder Mystery on Aug. 7.

Mr. Dave Bell, Superintendent, Cashton School District, provided a tour of the Elementary Building and discussed their capital improvements.

The next meeting is in Tomah at 9 a.m. on Thursday, August 20. Location to be determined.

Motion by Ostrem to adjourn. Second by Van Wychen Motion carried

Linda Fournier Recorder