

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 8-10-17 – Citizen’s First Bank - Sparta

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

Present:

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

Citizen Members: Dennis Berg, Mary Jo Hill, Paul Harms, Bernadine Arena

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

Economic Development & Tourism Coordinator: Steve Peterson

Absent: (CM) Pete Reichardt, **(AM)** Jim Bialecki – Monroe County Administrator, Jarrod Roll – Monroe County Local History Room, Tina Thompson – Tomah Chamber of Commerce

Special Guests: Alexander Woods – PH.D. – Cultural Resources Project Manager – Ft. McCoy, Ken Kittleson – Monroe County Personnel Director

Media: Tim Evans – Monroe County Herald

Minutes – Motion by D. Berg to approve the minutes of the July 13th meeting. 2nd by N. Van Wychen. Motion carried.

Guest Speaker – Alexander Woods gave a very interesting presentation of the history of the Ft. McCoy area. It included the historic finds and recordings of materials and information dating back many hundreds and thousands of years. His screen presentation included showing artifacts and historic finds around the entire Ft. McCoy property. Many questions were asked by the Committee and Woods indicated that some artifacts and historic documentations will be on display at the Monroe County Local History Room in the future.

Invoices – no invoices were presented.

Budget Review – S. Folcey handed out a budget breakdown indicating funds that have already been paid for product and/or services and the remaining funds in each line-item of the budget.

S. Peterson pointed out the membership fees for 7 Rivers Alliance and WDAC will be submitted for payment next month. He also pointed out that the CVN membership fee had been paid, but was showing as not paid yet. S. Folcey said she would follow up with the Treasurer’s office and reflect that in the budget.

There was discussion on reimbursements for the Hidden Valleys meetings. With N. Van Wychen now the County’s HV representative there needs to be clarification on whether her travel/meeting expenses be paid out of the Monroe County EDCT budget or through the County’s budget since she is a County Supervisor. S. Folcey and N. Van Wychen will talk to County Administrator Jim Bialecki.

There was a short discussion on doing a potential 2019 Discover Wisconsin episode that would be filmed in 2018. The \$22,000 investment can be spread out over a 3-year period and the Committee will address it further with the proposed 2018 budget numbers at the September meeting.

Monroe County E.D. Coordinator Report:

❖ Meetings/Events

- **7 Rivers Alliance ECO DEVO meeting – 7/13 – La Crosse –** Childcare report, SMRT Bus, SET Program, WISE Plan
- **Stockhom Art Fair – 7/15 –** recruiting artisans for 2018 Vino Fest. Networking with specialty shops on possible expansions in Monroe County.
- **WDAC Board of Directors Meeting – 7/17 –** hosted the board meeting at the Tomah Chamber of Commerce meeting room. Showcased BP Smokehouse for lunch for the Board members.
- **WISE Plan Steering Committee meeting – Black River Falls Chamber of Commerce – 7/19.** Narrowing the scope of the workforce strategy planning.
- **Alliant Energy Conference Call – 7/24 –** coordinating efforts on business recruitment and business land acquisition in the Alliant Energy service area on the east side of the County.
- **CGI Videotaping – 7/26 & 27 –** Organic Valley, Mlsna Dairy Farm, Elroy-Sparta Bike Trail, downtown Sparta & Tomah.
- **FOXCONN News Conference – 7/28 –** La Crosse Airport. Invited by the Governor's office to attend the news conference and to network with other E.D. and business leaders on the impact it could have on our region.
- **Southwest ITBEC – 8/4 -** Sparta
- **Upcoming Meetings/Events**
 - **Connect Community Conference Call – 8/10**
 - **Community Venture Network Meetings – 8/11 –** prospect recruitments
 - **USDA Conference Call – 8/14 –** SNAP program
 - **Prospect Conference Call – 8/16 -** WEDC
 - **WISE Plan Steering Committee meeting – 8/16 –** La Crosse
 - **Dept. of Tourism Webinar –8/24 –** updates on upcoming Tourism marketing campaigns
 - **City of Tomah Long Range Planning Commission – 8/31**

❖ MONROE COUNTY ECONOMIC DEVELOPMENT CONFERENCE

- Progress continues setting up topics and speakers. Topics that are finalized:
 - Workforce
 - Cyber Security
 - Broadband – today & in the future
 - Tourism
- Sponsorship plans are being finalized
- Dine Around will include some more businesses and food products
- Working with Three Bears Resort on the logistics
- Looking at some revisions with the Marketplace, including booth #s and hours

❖ Prospects

- Currently working with 9 prospects at different levels of interest.
- Prospect looking at Kendall has pulled the plug on the move.

❖ Organic Valley a finalist for a WEDA Award – I nominated OV for the Economic Driver Award and the presentations will take place at the WEDA Awards Banquet in Madison on 9/13.

REPORTS:

7 Rivers Alliance

- Lisa Herr is stepping down as E.D. at the end of August. No news on a replacement.
- S. Peterson reported that the Childcare Gap Report through the SET Program has been released and the continuing work on the WISE PLAN 10-year Strategic Plan on Workforce which will be compiled and released at the end of the year.

Sparta Chamber of Commerce

- J. Hendricks reported that the Chamber worked the WI State Tourism booth at the WI State Fair the first weekend in August. He reported that they handed out a lot of materials about the area.
- The Chamber Golf Outing was a tremendous success. Great turnout.
- The Vets Group Bike Ride was traveling through Sparta as part of their ride. Over 150 people were part of the group.
- The Sparta Business @ 5 will be held at South Post at Ft. McCoy on Sept. 14th. It will coincide with the Honorary Citizen of Sparta promotion happening at that time.

Tomah Chamber of Commerce – no report

Ft. McCoy

- Thursday, Aug. 31st – 5pm – Community Appreciation Night at McCoys. Open to all business people in the County.
- Very high # of soldiers training at the Base now. May hear some loud noises during the training.

SW-ITBEC

- New brochures have been printed for member retention & recruitment
- Having a booth at the Wisconsin Counties Association Convention at the Kalahari in Wisconsin Dells at the end of September.
- Hoping to have Trempealeau & Jackson Counties joining SW-ITBEC in 2018. Trempealeau County has a new Economic Development Director and Jackson County wants to become more active in regional economic development.

Hidden Valleys

- N. Van Wychen reported on attending monthly meetings in Fennimore and Darlington. She was impressed with the strong and dedicated board members and the time they put into the organization's efforts.
- HV is dropping their current magazine distributor and is creating an incentive program internally to get permission from non-advertiser tourism locations to carry the HV magazine in their businesses.
- Over 70,000 magazines were published for their 2017 year.

Local History Room

- S. Folcey reported that a new program – A-Z Program – is being started by J. Roll, which will be very interactive in learning more about Monroe County. The Local History Room received \$11,000 in funding from a specially created fund from the sales of equipment/buildings at the old County Farm. It received approval & support from the County Ag & Education Committee and the full County Board.

Justice Center

- S. Folcey reported that the ribbon cutting is on Sept. 29th for the Justice Center & other adjoining buildings. The ceremony will occur at 1pm and tours begin at 8:30am. There will be cake, cupcakes and refreshments that day. She asked EDCT committee members if they would help with the meet and greet with dignitaries and move crowd traffic around.
- Informed that current Monroe County Circuit Court Judge J. David Rice will be retiring on October 1st.

Next meeting locations were discussed.

- S. Folcey asked S. Peterson to work on a potential location in the Tomah area. He suggested going to a business and having a tour of their facility as part of the monthly meeting.
- N. Van Wychen requested that the October meeting be held in the Warrens area. P. Harms volunteered to have the meeting at Three Bears Resort.

Closed Session under WI Stats. 19.85(1)(e) (e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session – E.D. Coordinator Contract Negotiation Discussion/Action

- Motion by N. Van Wychen. 2nd by D. Peterson to go into closed session at 10:35am. Roll Call vote. Unanimous vote. Motion carried.
- Monroe County Personnel Director Ken Kittleson was in attendance.
- S. Peterson removed himself from the closed session.
- J. Hendricks did not attend the closed session. B. Arena left during the session.
- Motion by D. Peterson. 2nd by N. Van Wychen to go out of closed session at 11:30am. Roll Call vote. Unanimous vote. Motion Carried.

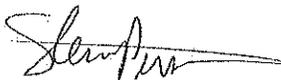
After further discussion, the next EDCT Committee meeting on Sept. 14th at 9:00am will be tentatively held at the Ft. McCoy Commemorative Area. T. Townsell will follow up with getting everything set up. If that location does not work out, S. Peterson will have a backup location in the Tomah area.

Agenda Items for next month:

- Monroe County Activities Guide Contract
- Discover Wisconsin
- Finalize Budget adjustments
- Monroe County Economic Development Conference

Motion by D. Peterson to adjourn. 2nd by N. Van Wychen. Motion carried. Meeting adjourned at 11:45am.

Submitted by:



Steve Peterson