



MONROE COUNTY
ECONOMIC DEVELOPMENT

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MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

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Sparta, WI 54656

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Regular Monthly Meeting
Warren's Cranberry Festival Office
402 Pine St.
Warrens, WI 54666
9:00 a.m.
Thursday, October 11th, 2018

Agenda

- 1) Call to order/Roll Call
- 2) Approval of minutes of September 13th, 2018 Meeting (See Attached)
- 3) Financials/Invoices
- 4) Monroe County Economic Development Coordinator Position – Discussion/Action
- 5) Monroe County Economic Development Conference 2019
- 6) Monroe County EDCT Booth – WCA State Convention
- 7) Budget Update – Potential Projects
- 8) Administrator's Report
- 9) EDCT Coordinator's Report
- 10) 5 Minute Reports
 - Fort McCoy
 - Sparta Chamber
 - Tomah Chamber
 - 7 Rivers Alliance
 - Hidden Valleys
 - ITBEC
 - Local History Room
- 11) Upcoming Events/Activities Around the County
- 12) Next meeting: Thursday, November 8th, 2018 - Location TBD
- 13) Adjourn

Nodji VanWychen, Chair

Date Posted: October 4, 2018

The Mission of the Economic Development, Commerce and Tourism Committee is to grow Monroe County's economy through the coordination and promotion of its resources.

Committee Members: Nodji Van Wychen, Dean Peterson, Mark Halverson

Citizen Members: Mary Jo Hill, Pete Reichardt, Dennis Berg

Advisory Members: Bernie Arena, Paul Harms, John Hendricks, Jarrod Roll, Tonya Townsell, Tina Thompson

Economic Development Coordinator: Steve Peterson

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MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE

MONTHLY MEETING-9-13-18 CASHTON TOWN HALL

Present: Nodji Van Wychen, Mark Halverson, Dennis Berg, Tonya Townsell, Steve Peterson, Jim Bialecki

The meeting was posted in accordance with the open meeting law. Meeting was called to order at 9:05 am by Nodji Van Wychen. Roll call was taken.

Minutes-Motion by M Halverson, second by D Berg.

Financial/Invoices-Hidden Valley magazine-Jim informed that was already in the process for payment. The amount is \$2805.00. An invoice was presented for the Sparta Wine Walk Sponsorship in the amount of \$100. It was submitted to Lisa Hanson for payment.

Land Use Planner/ED Coordinator-Jim sent out information to all the members on what the Land Use Planner position would be doing in that role. Steve handed out a summary of what he had done since starting that position. Discussion on who would people contact for business startup-the City or Steve. Currently there is no planner in Tomah or in the villages. When the committee first started it only involved tourism. The Economic Development Coordinator was started when Cathy Schmit took office as Administrator and was developed to give some representation to outlying areas in the County. The Land Use Planner could assist with the Comprehensive Plans for townships and villages, instead of spending money to resource out for this. LUP can write and obtain grants and assist with planning the next 25 years with development in the County. It would be beneficial for the County to have both positions that would depend on the budget.

Committee Member Replacement-Citizen members Mary Jo Hill and Dennis Berg are staying on. Kevin Ravenscroft from the Bank of Tomah is interested in the position to replace Pete Reichardt. The committee's recommendation needs to go to County Board for approval. The committee is requesting members to talk to people about sitting on the committee as an Advisory member. Which would replace Paul Harms.

Solutions to Workforce Summit-One day event for Recruitment and Retention. The committee is made up of Chamber directors, clergy and schools. The summit focuses on hiring people with disabilities, helping ex-cons get back in the work force, minority population, working with Veterans for jobs and housing and dealing with more flexible work schedules. Full day of learning.

Steve requested sponsoring 600.00 for the Keynote speaker to show our support for the event. The summit had received a 1000.00 grant from ITBEC for the keynote speaker. Motion by M Halverson to approve and second by D Berg. Invoice will be sent to Lisa Hanson for payment.

Monroe County Economic Development Conference 2019-Discussion if Steve Peterson was not the EDC for Monroe County any longer what would happen with the conference. The committee agreed that Steve should move forward in the process of the conference as it is more of a Top Dog Marketing event.

Monroe County EDCT Booth-They were sold out-no booth this year.

Administrator Report-Budget is in full swing along with Union negotiations.

EDCT Report-Steve will be attending a business meeting in Viroqua at 9 am Monday. Post disaster discussion on how to get businesses back up and running after all the flooding.

5 Minute Reports:

7 River Alliance-September 19th Apprentice/Internship workshop in Tomah at the Cranberry County Lodge.

Hidden Valley-Looking to have one committee member attend their meetings once a month to report back. They are held the third Wednesday of each month. They would receive a per diem for mileage when they attend.

ITBEC-Gave a 1000.00 grant to Wisconsin Cranberry Discovery Center for advertising. Public harvest day for next year.

Local History Room-The A to Z Exhibit is still up and going good. Jarrod is working on the Christmas Exhibit and has offered to host the December meeting.

Fort McCoy-Community Appreciation was under attended due to flooding in the area. December starts cold weather training and January starts Cold steel (big guns). Helped out with the area flooding using their Mutual Aid Agreements. Utilized boats, trucks and helicopter. Lots of interest in groups coming to train at Ft. McCoy.

Upcoming Events/Activities around the County

Vinofest-Water problems all weekend with all the rain. Did receive great feedback about the event. Left over cheese curds, ice and water bottles donated to the community effected by the flood. City of Tomah will be hosting the event next year.

Cranfest-Last weekend in September. Offering a new feature-creating an area for a photo opportunity, you can rent waders for the pictures.

Harvest Day Celebration is the following weekend at the Discovery Center in Warrens. St Matthews is having an all-day craft sale.

Next meeting will be in Warrens at the Cranberry Festival.

Motion to adjourn at 11:20 am by D Berg and second by N Van Wychen

MONROE COUNTY ECONOMIC DEVELOPMENT COORDINATOR REPORT – September 2018

PROSPECTS (updated from last month in bold)

This past month has been hit hard with flood issues for local businesses. Many meetings and coordinating information outlets across the County.

A lot of activity continues with prospects. Some have held off decisions for the time being, but it doesn't take long for me to either find or have discussions with a new prospect interested in the County.

Prospect 1 – continued dialogue about a lodging facility near the hospital/clinic construction in Tomah. Because of those projects, naturally there is quite a bit of interest in that area for lodging, food, professional offices. **Met with developers and just need to finalize another investor and the project will move forward..**

Prospect 2 – restaurant facility near the hospital/clinic location. Same reasons as the lodging interest. **Business is waiting on the finalization of the lodging facility.**

Prospect 5 – retail business looking at the north side of Tomah near Wal Mart. **Land is being finalized but name of business is unknown. We expect to find out who it is by the end of the year.**

Prospect 6 – competed against 27 other locations in the Midwest for this food processing company. They are looking at either expanding or relocating and Monroe County is their only Wisconsin location in the final 3. I've been working with this prospect for 3 ½ years. **We are in the final cut and expect much more dialogue in the upcoming weeks now that South Pointe is open for business.**

Prospect 8 – manufacturing company looking to relocate from Minnesota. Targeted area is Tomah or Sparta in Wisconsin. They are landlocked in the Twin Cities currently and would use their current location as research and development and build a new manufacturing plant elsewhere. **Continued negotiations but torn about leaving the metro area in the Twin Cities.**

Prospect 9 – Established distribution outlet in the State is looking to expand with a possible location in Tomah because of the Interstate access. **Land options have been looked at and waiting to hear more from them.**

Prospect 10 – meeting with a development company looking at possibly adding at least 1, if not more assisted living apartment complexes in the County. There is a real interest on their end. **Having follow up meetings and a possible feasibility study being discussed.**

Prospect 11 – working with a company already located in the County who is looking at expanding with a potential distribution center. **We are a finalist but waiting for the company's decision.**

Prospect 12 – working on a potential project with the current Dr. Rodamacher chiropractic facility that is for sale outside of Kendall on Highway 71. **Very tough property to move but dialogue is continuing on both sides. Possible site visit in late November.**

Prospect 13 – working with prospect on setting up a 3 day site visit in mid-August. Looking at options in Sparta, Tomah, Cashton and Norwalk. **Because of the flooding issues, any visits to the County will not occur until later this year.**

Prospect 14 – came back to the table after dropping us an option. Working on another meeting in the County with them in late August, early September. They are opening plants in Nebraska and Colorado but still feel Wisconsin has a ton of promise. **They are coming back to the area for another round of talks with sites and potential investors.**

Prospect 15 – California company looking to expand into other regions of the country. Midwest has intrigued them and Monroe County is on their radar for a variety of reasons including transportation values and raw product being close by. **This is a long term negotiations as the company is on hold with any expansion right now.**

Prospect 16 – Health based company that is intrigued with the hospital/clinic project in Tomah. Initial talks look promising but a long ways to go. **Had very productive talks so far and a County visit is being planned before the end of the year.**

Prospect 17 Up and coming company that is looking at production & distribution of new product lines they have created. Intrigued with the County and highway system for distribution. Long term project. **Initial talks have been productive but they are being very heavily recruited.**

Prospect 18 (new) – Finalizing their patents on their product line which could be a game changer for organic, natural cleaning solutions. **Lots of areas recruiting this company, but we are in the running because of our highway networks for distribution throughout the Midwest.**

Prospect 19 – a prospect that I had worked heavily with a year ago that didn't go anywhere for internal reasons. They are back looking at the County again and we are their only Wisconsin location they are considering. More discussions and visits are being planning in the upcoming weeks.

Prospect 20 – health based company that is looking to expand and are intrigued about the new hospital/clinic/wellness campus being built in Tomah. Very early in discussions but they have targeted our area as a prime location for expanding their company/services.

IN THE WORKS

Flooding issues – continuing working with WEDC and MRRPC on flood assistance programs. Have met with SBA about their future plans of opening up a temporary office in Monroe County to aid businesses with their rebuilding of their business.

Cashton Day Care –They are also looking at the County CDBG Grant and MRRPC is working with them on the paperwork. This is taking a bit of time with getting all the paperwork in line.

RLF/CDBG Transition – working with the Dept. of Administration on the process of transitioning all the RLF & CDBG programs to the State over the next 2 years. Coordinating efforts with MRRPC as well.

South Pointe Business Park – Sparta – Ribbon cutting with the Lt. Gov. was very well attended and there is a lot of interest in that park already.

Tomah Healthcare campus – continued fast paced construction on the project. Have had talks with Phil Stuart at Tomah Memorial Hospital about the progress and his assistance with some health based companies I'm working with.

Round-about – Sparta. Construction is getting close to completion. Businesses have had to cope with traffic issues but when done will be a good highway entrance into Sparta.

New Bakery – Tomah. Opened up and getting great reviews and traffic.

Wine Bar – Tomah – Just opened and still getting the renovation project finalized. Nice upgrade to an old building and will be a good accent to the new Gen 3 project.

Connect Community – villages in the County want to continue the Connect Community program and are working on short and long term strategies for their business districts. All of them have some real changes and challenges ahead.

Elroy-Sparta Bike Trail – the trail reopened after the flood damage from Norwalk to Sparta. The rest of the trail is still closed.

Map-N-Tour interactive mapping upgrade – added specific links for Sparta, Tomah and Cashton so they can add those links to their web sites to show mapping just for their communities initially. Very well received.

MEETINGS

- WEDA – CEDA Awards Banquet – The Edgewater Hotel – Century Foods International was a finalist for the Economic Driver Award but lost out to Generac.
- WDAC Board Meeting – Appleton
- WI Rural Partners Board strategic planning session - Tomah
- WEDA Board Meeting – Green Bay
- Apprenticeship/Internship Summit – 7 Rivers Alliance – Tomah
- Flood Assistance meeting - Viroqua
- SW-ITBEC meeting – Black River Falls
- Monroe County Job Initiative Meetings to coordinate the upcoming Workforce Summit on Nov. 1st

Submitted by:



Steve Peterson
Monroe County E.D. Coordinator