MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE
202 South K Street, RM 1
Sparta, WI 54656
608-269-8705
Fax 608-269-8747

MONROE COUNTY
ECONOMIC DEVELOPMENT
www.gomonroecountywi.com

Regular Monthly Meeting
Evans Print & Media Group
1302 River Road
Sparta, WI 54656
9:00 a.m.
Thursday, January 9th, 2020

Agenda

1) Call to order/Roll Call
2) Next Month's Meeting Date/Time/Location
3) Approval of minutes of December 12, 2019 Meeting
4) Financials/Invoices
5) Notice of Budgetary Adjustment – Discussion/Action
6) EDCT Committee 2020 Plans
7) Go Monroe County Activities Guide RFP
8) Museum Brochure Update
9) Website Discussion
10) County Administrator Report
11) 5 Minute Reports
    - Local History Room
    - Fort McCoy
    - Sparta Chamber
    - Tomah Chamber
    - 7 Rivers Alliance
    - Hidden Valleys
    - ITBEC
12) Upcoming Events/Activities Around the County
13) Adjournment

Nodji VanWychen, Chair
Date Posted: January 2, 2020

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: Kevin Ravenscroft, Ryan Egstad
Advisory Members: John Hendricks, Jarrod Roll, Tonya Townsell, Tina Thompson
Economic Development Coordinator: Steve Peterson

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http://www.co.monroe.wi.us/committees/economic-development-commerce-tourism-committee/

MONROE COUNTY ECONOMIC DEVELOPMENT, COMMERCE & TOURISM COMMITTEE
MONTHLY MEETING – 12-12-19 – Monroe County Local History Room - Sparta

PRESENT:
Committee Board Members (CB): Nodji Van Wychen; Dean Peterson: Mark Halverson
Citizen Members (CM):
Advisory Members (AM): John Hendricks – Sparta Chamber of Commerce (AM); Tina Thompson – Tomah Chamber of Commerce (AM); Jarrod Roll – Local History Room (AM)
Economic Development & Tourism Coordinator: Steve Peterson
County Administrator: Tina Osterberg
Special Guests: Greg Evans – Evans Printing & Media Group; Alyssa Young – Deke Slayton Space & Bicycle Museum
Absent: Tonya Townsell – Ft. McCoy (AM); Ryan Egstad – Egstad Insurance & Investments (CM); Kevin Ravenscroft – Timberwood Bank (CM)

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

Meeting was called to order at 9:07am by Chair Nodji Van Wychen. Roll call was taken.

- **Next Month's Meeting** – Thursday, January 9th – 9:00am – Evans Printing & Media Group – Sparta.

- **Minutes** – Motion by H. Halverson to approve the minutes. Second by D. Peterson. Motion carried.

- **Financial/Invoices** – S. Peterson presented his invoice for reimbursement of traveling to represent Monroe County at the Hidden Valleys Board of Directors meetings. It was for meetings in September-December – total miles: 454. There was discussion of printing a new Museum brochure and reprinting 1,000 additional County Parks brochures. Motion by D. Peterson to approve the Hidden Valleys reimbursement and do a line item transfer of the original proposed transfer of $500 and add an additional $600 to it so $1,100 was made available for printing the 2 brochures. 2nd by M. Halverson. Motion carried. An additional line item transfer of $1,300 was discussed to make available for the new economic development & tourism web sites in 2020. Motion by D. Peterson, 2nd by M. Halverson to do the line item transfer. Motion carried. Further discussions with the County web site staff on exact costs for the sites were going to continue.

- **EDCT Committee 2020 Plans –** Plans were not finalized during the meeting as more discussion would occur in the January 2020 meeting. T. Osterberg suggested that a regional economic development representative could be invited to the meeting to discuss issues with the Committee. J. Hendricks also suggested that Drew Nussbaum, Regional Tourism Specialist for the WI Dept. of Tourism could be invited as well to discuss tourism issues and projects.

- **GO MONROE COUNTY Activities Guide RFP** – G. Evans distributed proof magazines to the Committee to take with them and review for the January 2020 meeting. Evans said there were no outside the county advertisers and wished there were more advertisers from inside the County. There is still work to be done on the guide and the final proof will be reviewed at the January 9, 2020 meeting.

- **County Administrator's Report** – T. Osterberg reported that the Census Committee continues to meet and work on the upcoming Census in 2020. She reported that a very successful flood task force meeting took place this week with great attendance and good media coverage. The Iowa Flood Center presented at the meeting and many valuable insights were outlined as the County works on flood preparation procedures in the future. Osterberg said the Revolving Loan Fund (RLF) transition process application was approved, and final details/provisions are being worked out. She reported that inspections of the government buildings continue, to find ways of being more efficient and cost effective. The Local History Room was inspected, and more efficient lighting will be done on the main floor of the building by the end of January. Osterberg reported that 9 trees at various government buildings around Sparta were decorated for Christmas.

- **Monroe County E.D. Coordinator Report**

PROSPECTS

1. Coffee additive company – Cashton – handed off to Scot Wall
2. Industrial Hemp CBD Oil Processing – Kendall – announcement pending
3. Corn Board processing plant – Kendall – finalizing things with a location in Kendall
4. Hotel – Tomah - handed off to Roger Gorius
5. Restaurant/Bar & Grill – Tomah – handed off to Roger Gorius
6. Food processing plant – Sparta – handed off to Todd Fahning
7. Land Broker project – Sparta & Tomah – handed it off to Roger G. & Todd F.

All others were very preliminary, and it is up to Roger & Todd if they want to pursue them. Seven companies dropped Monroe County as a prospect because of me leaving at the end of the year. CVN said they will follow up with Tomah or Sparta if any of them change their minds.

There is no 2020 membership with the Community Venture Network as the 3-way split of the membership fee is not going to be funded by Sparta and Tomah anymore. Neither one had the time to attend the 3 annual meetings with prospects either so CVN is pulling the membership anyway.

Attending the CVN meeting in the Twin Cities on 12/13/19 representing Monroe County for the last time, meeting with potential prospects. Tomah and Sparta would not attend and asked if I would go for them. If any prospects are interested, I will pass on the summaries to Sparta & Tomah.

MEETINGS

- SW-ITBEC meeting – Sparta – *representing Monroe County – resigning on 12/31/19*
- Lunch meeting – Market & Johnson
- WI Rural Partners Rural Summit Sub-committee meeting – Marshfield
- Co-hosted a Workforce Solutions Luncheon - Sparta
- WI Area Convention & Visitors Bureau Fall Tourism Conference – Manitowoc
- WI Rural Partners Board Meeting – Stevens Point – *representing Monroe County – resigning on 12/31/19*
- 13 – Bio-Sunn meetings & conference calls
- WI Downtown Action Council Board meeting – *representing Monroe County – resigning on 12/31/19*
- Hidden Valleys Board meeting – Richland Center – *representing Monroe County – resigning on 12/31/19*
- Attended - 7 Rivers Alliance Housing Summit – La Crosse

- Attended – UW-Extension Industrial Hemp Workshops – Melrose & Hillsboro
- Attended – WI Farm Bureau Federation Convention – Wisconsin Dells

Peterson's Economic Development Coordinator's contract with Monroe County ends on 12/31/19 and he will no longer be on the Monroe County EDCT Committee.

- **5 MINUTE REPORTS**

- **Sparta Chamber** – J. Hendricks reported that the Kriskindlmarkt was a huge success and the Holiday Parade was very well attended too. He showed a recent article in the Road Runner Magazine that featured Sparta. Hendricks said that the Chamber was working with a map company on a new bike trail map that features fishing spots to encourage bicyclists to fish along the trail as well. The Chamber of Commerce is hosting a Holiday Open House next week at the Cork N' Barrel in downtown Sparta. He reported that early discussions have been taking place on looking at possibly moving the Chamber office permanently into the downtown area.

- **Tomah Chamber** – T. Thompson reported that efforts continue to get downtown businesses to stay open later during the week leading up to Christmas. She said the Dept. of Transportation approved the street closures again for 2020 for the Thursday Night Music events. 3 bands have been booked so far and 3 more will be soon. Thompson reported that crowds last year for this event exceeded expectations with attendance each week from 900-2,800. She said that sponsorships are already secured, and many class reunions were inquiring about partnering up during those concert nights. Thompson reported that 3 people are vying for the Tomah Mayor position and 1 city council seat is being contested. Mayoral forums will be planned in early 2020. The Chamber is hosting their Merry Mixer on Friday with a major announcement about the upcoming Chamber banquet. She reported that the Tomah City Council has approved ATV accessibility on the city streets and plans are being worked on for routes with area ATV clubs and law enforcement. Thompson said that next year programming is being worked on along with possibly adding another staff person.

- **7 Rivers Alliance** – S. Peterson reported that Housing Summit on December 4th was very well attended. Cooperative housing was a major part of the daylong event. He said that updating the WISE Plan is priority one for the Board and committee members in 2020.

- **Hidden Valleys** – S. Peterson reported that magazine will be out by January 1. He reported that the digital app campaign with the ad sales for the magazine has been going well and that tourism destinations can purchase an app service anytime during the year as it is not tied to the annual magazine ad sales. This concept was a step out of the board's comfort zone, but they are taking a very positive approach to the campaign.

- **SW-ITBEC** – S. Peterson reported the December meeting was a review of all projects funded by SW-ITBEC in 2019 through matching grants and donations. He said that in 2020 they hope to meet with area County tourism/economic development subcommittees on possibly becoming paid County members of SW-ITBEC in 2021.

- **Local History Room** – J. Roll said the LHR has been receiving a lot of positive press these days with winning a national award and the current holiday display. Many families have visited the display with good visitation numbers when the weather is good. They also extended their hours to match the

extended hours of holiday activities in the downtown Sparta area. Roll reported that the LHR will set another attendance record this year and that they are working with UW-La Crosse on a display/event in 2020 involving the anniversary of the Cuban refugee campaign that was a big part of the County's history.

- **Alyssa Young – Deke Slayton Space & Bicycle Museum** – Alyssa was introduced to the Committee as the upcoming new Director of the Museum with an expected starting date of January. Young is a Sparta graduate and has been involved with the Museum for a few years and was a natural choice after being the Interim Director after Alli Karrels left for another position. Young reported on the many successes the Museum had in 2019 and her goal is to have the Museum travel around the area to promote and be involved with events and parades.

- **Fort McCoy** – no report.

- **Upcoming Events/Activities Around the County –** no report

- **Agenda Items for next month:**
  - Museum brochure update
  - EDCT Committee 2020 Plans

Motion by D. Peterson to adjourn. 2nd by M. Halverson. Meeting adjourned at 10:35am.

Submitted by:

Steve Peterson

MONROE COUNTY
Notice of Budgetary Adjustment

Unanticipated Revenue or Expense Increase or Decrease Not Budgeted

Date: December 31, 2019
Department: EDCT
Amount: $1,300.00
Budget Year Amended: 2020

Source of Increase / Decrease and affect on Program:
(If needed attached separate brief explanation.)

This budget adjustment is to carry over unused website funds from 2019 to 2020 to us as needed for the website being transferred from Steve Peterson to the County.

Revenue Budget Lines Amended:

Org	Object	Project	Account Name	Current Budget	Budget Adjustment	Final Budget
10000001	493000		General Fund Balance Appli	$ -	$ 1,300.00	$ 1,300.00
						$ -
						$ -
						$ -
Total Adjustment					$ 1,300.00	

Expenditure Budget Lines Amended:

Org	Object	Project	Account Name	Current Budget	Budget Adjustment	Final Budget
16700000	521340		Tourism Contracted Services	$ 1,300.00	$ 1,300.00	$ 2,600.00
						$ -
						$ -
						$ -
						$ -
						$ -
Total Adjustment					$ 1,300.00	

Department Head Approval: Lisa Ostenberg

Date Approved by Committee of Jurisdiction: _____

Following this approval please forward to the County Clerk's Office.

Date Approved by Finance Committee: _____

Date Approved by County Board: _____

Per WI Stats 65.90(5)(a) must be authorized by a vote of two-thirds of the entire membership of the governing body.

Date of publication of Class 1 notice of budget amendment: _____

Rev 2/18