

EDCT Meeting Minutes – 05-14-2020

Present: Ron Luethe, Brett Larkin, Nodji VanWychen, Ryan Egstad

Advisory Members: Tina Thompson, Tonya Townsell, Jarrod Roll, John Hendricks

Others: Sharon Folcey, Roxie Anderson, Rob Wilson, Sandy Williams, and Tina Osterberg

The meeting was called to order in the Monroe County Board Assembly Room at 9:00 a.m. by Chair Ron Luethe.

Overview of committee history by Sharon Folcey and Nodji VanWychen

- Establishment of Monthly Meetings Date/Time: Second Thursday at 9:00am - Motion by Nodji VanWychen Second by Brett Larkin. Passed by voice vote.
- Next Month's Meeting: June 11, 2020
- Minutes Approval – Motion by Nodji VanWychen Second by Tina Thompson to approve the 02/13/2020 minutes. Passed by voice vote.
- Hidden Valleys Report – Sandy Williams provided a description of regional tourism – Hidden Valleys started in 1977. Hidden Valleys is comprised of 9 different counties. They are supported through advertiser fees and county memberships (Monroe County membership dues are 6 cents per a capita or \$2,680.36 in 2020). Hidden Valleys distributes travel and recreational guides that are put together by committee each year. The shipping costs in 2019 were \$1,000, some areas that guides are sent include the Beloit Travel Center and Madison. In addition to shipping out the Hidden Valleys guides they attend multiple shows throughout the state and mid-west. Hidden Valleys helped sponsored a new mobile App starting in 2020 for vacationers to find area pin points with alerts for local business information. Recommend members to download the mobile App for feedback on improvements.
- Designated Hidden Valleys Representative – Motion by Nodji VanWychen to appoint Rob Wilson to the Hidden Valleys committee, Second by Tina Thompson. Passed by voice vote.
- Tomah Chamber Report – Tina Thompson – Keeping the local businesses in touch with information on opening up through phases while keeping socially distancing in mind. They are planning a local scavenger hunt to keep the public engaged. Tomah worked with Discover Wisconsin last year to film an episode that should be out in the next couple of months. Downtown Thursday nights – no decision yet on these events. The Chamber has asked the city to extend the permitting back a few weeks to allow for a later start to the even season.
- Financials/Invoices – Tina Osterberg – The dues have been paid
- Museum Brochure Update – Jarrod Roll – Used funding from 2019 to create a brochure for the Museums in Monroe County and then funding for updating the Monroe County area parks brochure. These have been completed by Evans and are waiting at the History Room. How will they be distributed? They will be sent out to Sparta and Tomah Chamber and distribute out to the local museums.

- Nodji requested that the museum and parks brochures be uploaded on to the gomonroecounty and gomonroecountywi websites. Also send copies to Sandy Williams to have loaded to the Hidden Valley website.
- County Administrator Report – Tina Osterberg gave a report on changes being made due to COVID-19.
- 2020 Budget Discussion – 2021 budget will be due this summer from the EDCT committee.
- EDCT Committee planning – send out the Economic Development Committee Composition and Duties to all members to review for next month. Put on next month's agenda for discussion and Action. What can we do to ensure we can maintain what we have and then look to the future of economic development?
- ITBEC – No recent meetings to discuss – Nodji and Sharon are members of this committee.
- Local History Room – while the LHR has been closed they are still putting together programming, Cubans exhibits will remain up through 2020. They are planning for 1960's exhibit for Christmas – looking for items for display. During May the LHR typically has 1,200 kids from local schools for programming and touring the museum. They have been putting together programming for civil war through YouTube and sending those to teachers to send out to students. The LHR has almost 1 million names in searching database. They are updating Facebook three times a week to keep citizens engaged.
- Fort McCoy – Tonya Townsell – Open and busy, teleworking, social distancing, face masks, federal CDC and army requirements. Cancelled national Arm Forces Day that would normally be held in May. Start bringing in more soldiers soon. Are requiring the new soldiers stay isolated as troops are being brought into area. Railroads are active today and may have delays to traffic, campgrounds are open. Annual guidebook will be getting delivered soon.
- Sparta Chamber Report – John Hendricks – no report.
- 7 Rivers Alliance – would be Chris Hardie and is willing to attend a future meeting to discuss what 7 Rivers Alliance does.
- Next Month's Agenda Items: Name of Committee, Composition and Duties of Committee, start building the budget for 2021, 2021 section for Hidden Valleys, have Rob Wilson come to all meetings going forward and bring a hard copy of the Hidden Valleys guide, new advisory member suggestions and renewal of current terms, Wisconsin Public Radio – discuss as item for 2021 budget, add Roxi Anderson under the 5 minute reports.
- Election of Vice-Chair – Motion made by Ron Luethel for Nodji VanWycken, Second by Brett Larkin. Passed by voice vote.

- Adjournment of meeting. 10:22 a.m. Motion by Brett Larkin, second by Nodji VanWychen. Passed by voice vote.