



MONROE COUNTY ECONOMIC DEVELOPMENT COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

608-269-8705

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Regular Monthly Meeting
Monroe County Board Assembly Room
1st Floor / Room 1200

Please use Oak Street/South Side Entrance

Sparta, WI 54656

9:00 a.m.

Thursday, June 11th, 2020

****PUBLIC: Due to the COVID-19 Pandemic, please access this meeting remotely:**

**<https://monroecountywi.webex.com> or Join by phone: +1-408-418-9388 United States Toll
Meeting Number: 146 792 7804 Access Code: 146 792 7804
Password: 3zGQ2tfMwM3**

Agenda

1. Call to order/Roll Call
2. 5 Minute Reports **NOTE: Upcoming events/activities around the county should be mentioned here**
 - ITBEC - International Trade, Business and Economic Development Council
 - Local History Room
 - Fort McCoy
 - Sparta Chamber
 - Tomah Chamber
 - 7 Rivers Alliance
 - Hidden Valley
 - Monroe County Land Use Planner
3. Advisory Members – Renewal of Current Terms – New Advisory Member Suggestions
4. Economic Development Citizen Member Appointment Recommendations – Discussion/Action
5. Next Month's Meeting Date/Time/Location
6. Approval of minutes of May 14, 2020 Meeting
7. Financials/Invoices
8. County Administrator Report
9. Start Building 2021 Budget (Include Wisconsin Public Radio Presentation) – Discussion
10. Name of Committee – Discussion/Action
11. Update Composition and Duties of Committee – (Citizen Members) – Discussion/Action
12. EDCT Committee Planning – Discussion
13. Museum Brochure Update
14. Next Month's Agenda Items
15. Adjournment

Ron Luethe, Committee Chair

Date Posted: June 4, 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: Ron Luethe, Brett Larkin, Sharon Folcey

Citizen Members: Kevin Ravenscroft, Ryan Egstad

Advisory Members: John Hendricks, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

www.gomonroecountywi.com

www.gomonroecounty.com

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

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 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.

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- 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 Luethe for Nodji VanWychen, 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.

RESOLUTION NO. 11-15-02

RESOLUTION AMENDING THE COUNTY CODE TO INCORPORATE CHANGES TO COUNTY COMMITTEES AND
BOARDS DUE TO REDUCTION OF THE MONROE COUNTY BOARD SIZE

WHEREAS, the size of the county board will be reduced to 16 supervisory districts in April of 2016, and

WHEREAS, reduction of the board size will impact the staffing of county committees and boards by county board supervisors, and

WHEREAS, the Monroe County Administrative/Executive Committee has given considerable time and consideration to:

1. The most balanced approach to combining committees and boards to ensure full staffing by county board supervisors, and
2. Whether the committee or board is authorized by state statute or county ordinance, and
3. The duties of the committee or board, and
4. The work of the departments of the county.

NOW THEREFORE BE IT RESOLVED, by the Monroe County Board of Supervisors that the attached amendments and additions to the Monroe County Code are hereby adopted as of April 19, 2016.

Offered by the Administrative/Executive Committee on November 24, 2015.

Vote: 5 yes 0 no

Sharon Folcey Larry B. Kuhn
Pete Peterson Paul
Steve Langley

Purpose: To change the Monroe County Board committee and board structure to accommodate the change in the board size from 24 to 16 as of April 19, 2016.

Fiscal Note: Anticipated costs are the costs for amending the county ordinances.

Finance Committee Vote: 4 yes, 1 absent

Approved as to form: Corporation Counsel, Andrew Kaftan ACK

Attachment to Resolution No. 11-15-02

THE MONROE COUNTY BOARD DOES ORDAIN:

That sec. 2-368 of the General Code of the County of Monroe, Wisconsin, is hereby amended to read as follows:

Sec. 2-368. - Standing committees.

(a) Following are the established standing committees and boards of the county:

(1) **Administration & Personnel Committee.**

(i) Composition and duties: Five county board supervisors to act as the Administrative/Executive Committee, *see Chapter 2, Article IV, Division 6, Subdivision II*, and the Personnel and Bargaining Committee. Three of the committee members shall serve as the Bargaining Committee.

(ii) To be the committee of jurisdiction for the following departments: Child Support Agency, Corporation Counsel, County Administrator, County Clerk, Information Systems, Land Information Office, Personnel, Real Property Lister, Register of Deeds, Surveyor, and Veterans Services.

(2) **Economic Development Committee.**

(i) Composition and duties: *See Chapter 2, Article IV, Division 6, Subdivision III.*

(ii) To be the committee of jurisdiction for the following departments: Economic Development, and Tourism.

(3) **Finance Committee.**

(i) Composition and duties: Five county board supervisors to act as the Finance Committee a/k/a Finance, Claims and Insurance Committee. To address library funding and planning.

(ii) To be the committee of jurisdiction for the following departments: Finance and County Treasurer.

(4) **Health & Human Services Committee.**

(i) Composition and duties: Five county board supervisors plus additional four citizen members under Wisconsin Statutes to act as the Board of Health, Human Services Board, *see Chapter 15, Article II, Division 2*, and Commission on Aging, *see Chapter 2, Article IV, Division 7*, and Senior Services Committee.

(ii) To be the committee of jurisdiction for the following departments: Health Department. Department of Human Services, and Senior Services.

(5) **Highway Committee.**

(i) Duties: To act as the Highway Committee under Chapter 83 of the Wisconsin Statutes.

(ii) To be the committee of jurisdiction for the following departments: Highway Department.

(6) **Natural Resources & Extension Committee.**

(i) Composition and duties: Five county board supervisors, plus members under §92.06 Wis. Stat., to act as the Agriculture and Extension Committee, Land Conservation Committee and Forestry & Parks Committee.

(ii) To be the committee of jurisdiction for the following departments: Home and Community Education, Land Conservation, Local History Room, Parks & Forestry, U.W. Extension and 4H.

(7) **Property & Maintenance Committee.**

(i) Composition and duties: Five county board supervisors to act as the Property & Purchasing Committee.

(ii) To be the committee of jurisdiction for the following departments: Maintenance.

(8) **Public Safety & Justice Committee .**

(i) Composition and duties: Five county board supervisors to act as the Public Safety Committee.

(ii) To be the committee of jurisdiction for the following departments: Clerks of Courts, District Attorney's Office, Emergency Management, Justice Systems, Medical Examiner, Circuit and Probate Courts, Sheriff's Office and 911 Communications Center.

(9) Rolling Hills Committee

(i) Composition and duties: Five county board supervisors to act as the Rolling Hills Rehabilitation Center committee.

(ii) To be the committee of jurisdiction for the following departments: Rolling Hills Rehabilitation Center.

(10) Sanitation & Zoning Committee.

(i) Composition and duties: Five county board supervisors to act as the Dog Control Committee, Sanitation & Zoning Committee, Sanitation Committee and Zoning Committee. The Zoning Committee addresses land use, planning and zoning policy for the county.

(ii) To be the committee of jurisdiction for the following departments: Animal Shelter, Animal Control, Sanitation and Zoning.

(11) Solid Waste Committee.

(i) Composition and duties: *See Chapter 2, Article IV, Division 3.*

(b) Appointments to the committees listed in subsection (a) of this section shall be made in compliance with state laws, county ordinances or county board of supervisors' rules.

AND

That sec. 2-410 of the General Code of the County of Monroe, Wisconsin, is hereby amended to read as follows:

Sec. 2-410. - Composition.

The economic development, commerce and tourism committee shall consist of three county board supervisors and three ex-officio members that will participate in an advisory capacity on the standing committee. Such ex-officio members shall not have voting rights and shall not be compensated by the county for their participation. Term of all committee members shall coincide with the terms of all other standing committees.

AND

That sec. 5-352 of the General Code of the County of Monroe, Wisconsin, is hereby amended to read as follows: This article is promulgated pursuant to Wis. Stats. § 169.43 and pertains to the unincorporated areas of Monroe County. The Monroe County department of jurisdiction is the Dog Control department.

AND

That Chapter 35 of the General Code of the County of Monroe, Wisconsin, is hereby amended so that any use of zoning committee, sanitation/planning committee, sanitation/planning and zoning/forestry committee, or planning and zoning committee is amended to read zoning committee.

AND

That Chapter 44 of the General Code of the County of Monroe, Wisconsin, is hereby amended so that any use of zoning committee, sanitation/planning committee, sanitation/planning and zoning/forestry committee, or planning and zoning committee is amended to read zoning committee.

AND

That Chapter 47 of the General Code of the County of Monroe, Wisconsin, is hereby amended so that any use of zoning committee, sanitation/planning committee, sanitation/planning and zoning/forestry committee, or planning and zoning committee is amended to read zoning committee.

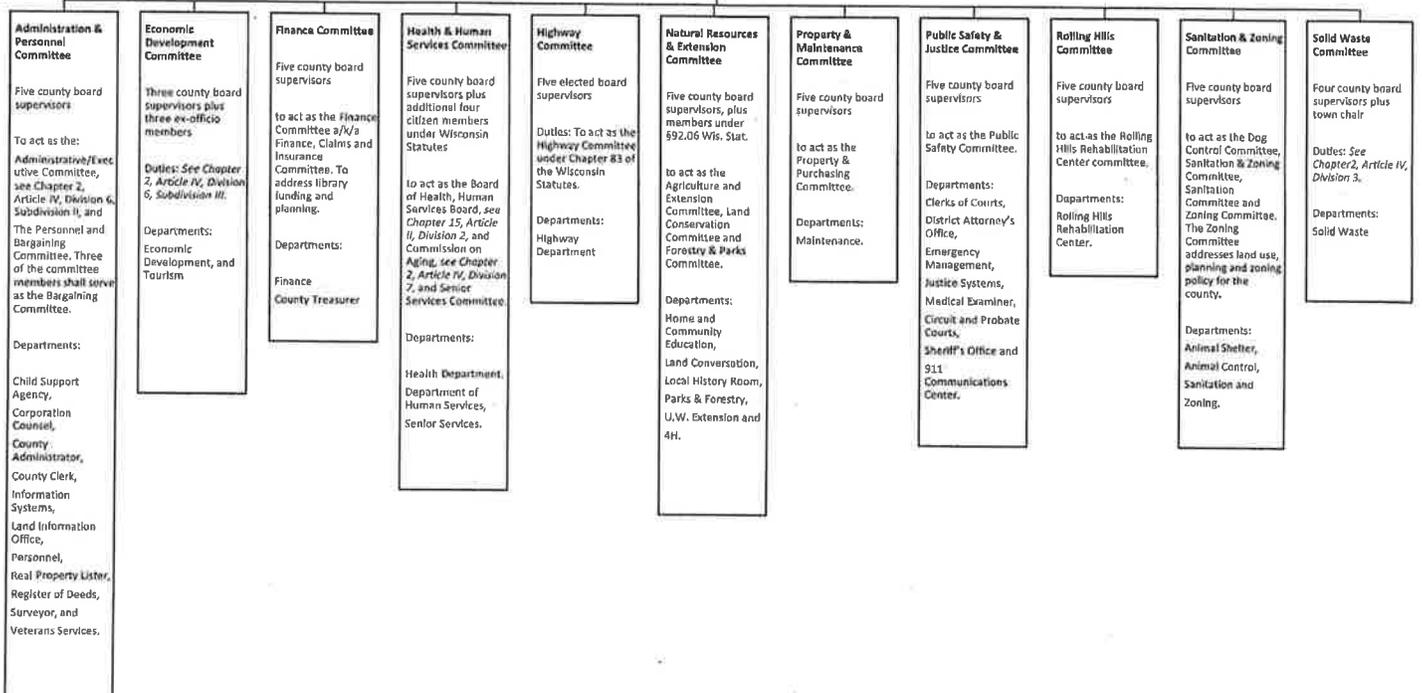
AND

That Chapter 50 of the General Code of the County of Monroe, Wisconsin, is hereby amended so that any use of zoning committee, sanitation/planning committee, sanitation/planning and zoning/forestry committee, or planning and zoning committee is amended to read zoning committee.

AND

That Chapter 53 of the General Code of the County of Monroe, Wisconsin, is hereby amended so that any use of zoning committee, sanitation/planning committee, sanitation/planning and zoning/forestry committee, or planning and zoning committee is amended to read zoning committee.

Monroe County Board



ECONOMIC DEVELOPMENT COMMITTEE COMPOSTION AND DUTIES

A. **COMPOSITION.** The Economic Development Committee shall consist of three (3) County Board Supervisors, three (3) Citizen members along with Advisory members that will participate in an advisory capacity on the standing committee. The Citizen & Advisory members shall not have voting rights on financial matters and shall not be compensated by the County for their participation. All non-financial matters, the Citizen and Advisory members will have voting rights on.

B. **DUTIES.** The duties of the Committee shall be to:

- (1) Coordinate a countywide effort that includes all Monroe County municipalities to maximize economic development initiatives, promote an environment friendly to commercial expansion and job creation, facilitate and encourage entrepreneurship.
- (2) Work with UWEX CNRED Agent to develop initiative for facilitating economic and commercial development, promoting tourism and educating internal, external, local and regional partners in collaborative efforts.
- (3) Actively promote benefits and utilization of Monroe County Revolving Loan Fund to benefit economic development, expanded commerce and tourism as well as job creation.
- (4) Establish close working relationships with government and civic organizations to promote and expand tourism and commerce in the County.
- (5) Develop short term and long range plans for promoting and facilitating economic development, commerce and tourism. Establish measurable outcomes. Report annually to the Monroe County Board on the outcomes and plans on an annual basis as part of the annual budget process.
- (6) Perform and/or execute other additional work or duties as may from time to time be required or authorized by state law, County Board Ordinance or Resolution, motion or as delegated by the Chairperson of the Monroe County Board of Supervisors or County Administrator.