



**MONROE COUNTY**  
**ECONOMIC DEVELOPMENT**  
www.gomonroecountywi.com

## 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 1<sup>st</sup> Floor / Room 1200

*\*Please use Oak Street/South Side Entrance\**

**Sparta, WI 54656**

**9:00 a.m.**

**Thursday, July 9<sup>th</sup>, 2020**

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

<https://monroecountywi.webex.com/> or Join by phone: +1-404-397-1516 United States Toll  
Meeting Number: 146 031 2184 Access Code: 146 031 2184  
Password: 9Mr83aDqrJU

### Agenda

1. Call to order/Roll Call
2. Andy Haffele, Wildcat Mountain State Park Work Unit, Elroy-Sparta Bike Trail Update
3. 5 Minute Reports
  - \*NOTE: Upcoming events/activities around the county should be mentioned along with your 5 minute Report\***
  - 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
  - Additional Area Events
4. Next Month's Meeting Date/Time/Location
5. Approval of minutes of June 11, 2020 Meeting
6. Updated Composition and Duties of Committee – Discussion/Action
7. Resolution Amending the County Code to Amend Committee Name to Economic Development and Tourism – Discussion/Action
8. Financials/Invoices
9. County Administrator Report
10. 2020 Budget – Discussion/Action
11. 2021 Budget – Discussion
12. COVID-19 Updates and Funding Details
13. County Highway ATV Route Update
14. Additional Advisory Member and Citizen Member/Terry Green – Discussion/Action
15. EMS Monitor System Update
16. Next Month's Agenda Items
17. Adjournment

*Ron Luethe, Committee Chair*

Date Posted: July 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: Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Kevin Ravenscroft, Ryan Egstad

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

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

## **EDCT Meeting Minutes- June 11, 2020**

Present: Ron Luethe, Brett Larkin, Nodji VanWychen

Citizen Member: Kevin Ravenscroft

Advisory Members: Jarrod Roll, Tina Thompson, Chris Hardie

Others: Tina Osterberg, Adrian Lockington

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

- Introductions: Name/Title
- Advisory Member 5 Minute Reports:

**ITBEC- International Trade, Business and Economic Development Council- Nodji Van Wychen**  
Reports a change in officers. New officer Sharon Folcey, Vice Chair Maila Kuhn, 2<sup>nd</sup> Vice Chair Karen, Secretary Nodji VanWychen. Plans to exhibit at the WCA in Wisconsin Dells Sept 21 & 22 2020 are still on the agenda. Approved a grant request in the amount of \$500.00 for the Sparta Chamber of Commerce for a fishing derby. July meeting scheduled due to COVID-19. Meetings confirmed the 1<sup>st</sup> Friday of each Month. August meeting is schedule and location is TBD. New elected member Brent Engelvreson, not present. Sparta Chamber- John Hendricks leaving. Heidi Prestwood will be replacement. Confirms John Hendricks has the option to stay on as advisory member.

### **Local History Room- Jarrod Roll**

Provides update and collaboration efforts with other museum's and tourism throughout the region and state levels regarding re-opening due to COVID-19. Carefully planning to execute a July re-opening. Renovations and improvements are being completed due to building being closed to the public. Projects included painting, wood replacements and updated signage. Wegner Grotto County Park has seen visitor increase. There is a preservation person on site that will do basic counts of visitors. Art Outdoors scheduled for August has had a discussion of possible cancellation due to COVID-19. Next month agenda will include an update after the re-opening.

### **Tomah Chamber Report- Tina Thompson**

Businesses are beginning to re-open taking precautionary measures and social distance protocols. Two major events will be happening. 1) General Topic Leadership presentation by John McCue, Kwik Trip Corporate Office. 2) July 4<sup>th</sup> Parade with driving units only on route. Fireworks on schedule for that evening and the Methodist Church will have a Brat Sale and Ice Cream Social. Lunch and Learn Scheduled for July will be in person. DTN – Downtown Thursdays Nights will be re-evaluated closer to August. Discover Wisconsin episode will air later this month, events showcased in film have been cancelled due to COVID-19.

### **7 Rivers Alliance- Chris Hardie**

Recent focus has been how to keep business environment's maintained during the COVID-19 State EDC awarded small business grants up to \$2500. Applications begins 6/15/2020 and they are dedicated on getting the word out to as many small businesses to apply. Standstill is the #1 Challenge on how to survive pandemic and cautions tourism this summer. Predicts low travel from out of area patrons. Week prior to safer at home order, workforce development plan goal was to research how to bring workers to the region. Now the main issues are Child care, housing and transportation. Childcare reopening's are low due to virus concerns. Trying to modify plan geared toward long term strategies, promote region accordingly. Will work with chambers and continue to take Health Department measurements. Will work with local chambers also for plans.

**Citizen Member Report- Kevin Ravenscroft /Bank 1<sup>st</sup> Tomah Wisconsin.**

Completed merger May 15<sup>th</sup> under the new name. Transition during this time was a learning curve.

Currently 2 locations and lobby is under remodeling and downtown location drive thru only open. Focus remains customer relations, loan deferrals, funding needed. Recent adjustment made by president to extend loan deadline and could potentially mean loan forgiveness. Seeing businesses gradually open.

Merge will be from downtown location to the newest remodel site near the Ace Hardware, Timberwood area.

- **Next Month's Agenda Items Discussion: Proposal/Area Updates**

Nodji VanWychen suggests to add update of area and events during 5 minute reports. She adds they will have Blossom Day on Saturday June 27 at the Wetherby Cranberry Co Farm from 9-10 to tour the cranberry blossom. After tour suggested to go to the Wisconsin Cranberry Center for self-guided tour using social distancing practices. July 3<sup>rd</sup> will have fireworks as planned and McMullen Memorial County Park did see increase in visitors.

Jarrold Roll- State Elroy/Sparta Bike Trail is open. Tina verified the section near Wilton/Kendall remains closed. Ron stated see's vehicles near the Sparta/Norwalk area. Tina Osterberg added the Wilton/Kendall location was washed out and the DNR will finish repairs summer 2020.

- **Advisory Members: Agenda 3 and Agenda 4 are the same. Advisory Members do not have terms.**

Correct verbiage should state Citizen Members have 2 year term. Ryan Egstad could not attend but committed to remain Citizen Member. Cedric Schnitzler is looking for 3<sup>rd</sup> Citizen Member. Citizen Members Kevin Ravenscroft and Ryan Egstad- Motion made by Nodji VanWychen, Second by Jarrod Roll for names to be submitted to County Board as a whole for extending 2 year terms. Motion carried. Tina Thompson suggests citizen member should have a finance, banking and real estate knowledge.

- **Next Monthly Meeting: Date July 9<sup>th</sup> at 9:00 a.m. in the Monroe County Board Assembly Room 1<sup>st</sup> Floor Room 1200 \*Room is reserved\***

- **Minutes Approval- Motion by Brett Larkin Second by Jarrod Roll to approve the May 14 2020 minutes. Passed by voice vote. Motion carried.**

- **Financials/Invoices Report: Tina Osterberg confirmed no bills paid in June and no current invoices at this time**

- **County Administrator Report: Tina Osterberg gave status of the 2020 Census. Monroe County is at 67.9% and the State of Wisconsin is at 67.8 %. In 2020 Monroe County was #1 in the state at 82%. Submissions have slowed down and will begin going door to door. Update on CCTF. Received Fish and Farmer Grant of \$36,086. Watershed meetings Little La Crosse June 30 2020 at 7:00 p.m. at the community center Kickapoo Watershed on June 23 2020 at 7:00 p.m. in Wilton. Suggests Representatives from Sparta/Tomah to attend for discussion of future watersheds. Traveling to Trempealeau County to tour the EMS monitoring systems. This location is 1 of 3 that Roxie had researched. Trempealeau County has had their system for 8 years and have seen success with this model. Received \$764,000 General Fund and 1.8 Million for all departments in Monroe County under reimbursement only related to COVID-19. Not applicable on Capital Projects. Awaiting further details. Monroe County website is under constructions. Next Phase and testing will begin week of June 15 2020. Launch target date set for late summer/early fall. Revolving loan funding going to Finance Dept. for County Hwy Project in Wilton area.**

\$664,000 if approved by County Board for vast improvements. Has been over 50 years since it has been repaved.

- **Name of Committee:** Nodji VanWychen suggests the name of Economic Development to be change to Economic Development and Tourism. Motion by Nodji VanWychen Second by Brett Larkin to add a resolution to make name change. Passed by voice vote. Motion carried.

- **Composition and Duties of Committee- Adjustments to Duties at this time:**

**B. Duties**

- (1) Remove a, add and communicate a
- (2) Remove Work with UWEX CNRED agent to. Capital D in develop and ad s after initiative
- (3) Remove entire description
- (4) No changes
- (5) Remove last sentence: Report annually to the Monroe county Board on the outcomes and plans on an annual basis as part of the annual budget process.
- (6) No changes

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Nodji VanWychen suggests to add two additional County Board Members to the committee. Discussion in relation to voting. Ron Luethe discusses and recognizing the County Board Standing Rules. Brett Larkin suggests advisory by Corporate Council before next step. Tina Osterberg will review changes with County Clerk.

- **Next Month Agenda:** Budget Items, Resolution to re-name committee, add 5 minute area reports, additional Advisory Member and Citizen Member, EMS Monitor System Update, COVID-19 Updates and Funding details.
- **Motion by Tina Thompson second by Jarrod Roll to adjourn meeting at 10:40a.m.** Passed by voice vote.

## ECONOMIC DEVELOPMENT COMMITTEE COMPOSITION 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 and communicate 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) Develop initiatives for facilitating economic and commercial development, promoting tourism and educating internal, external, local and regional partners in collaborative efforts.
  - (3) Establish close working relationships with government and civic organizations to promote and expand tourism and commerce in the County.
  - (4) Develop short term and long range plans for promoting and facilitating economic development, commerce and tourism. Establish measurable outcomes.
  - (5) 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.

RESOLUTION AMENDING THE COUNTY CODE TO  
AMEND COMMITTEE NAME TO ECONOMIC DEVELOPMENT AND TOURISM

1 WHEREAS, the names of Economic Development Committee and Economic Development, Commerce  
2 and Tourism Committee are both used in Chapter 2, Article IV, Division 6 of the Monroe County Code,  
3 and  
4

5 WHEREAS, the committee wishes to be known as the Economic Development and Tourism Committee.  
6

7 NOW THEREFORE BE IT RESOLVED, by the Monroe County Board of Supervisors that the Monroe  
8 County Code sections in Chapter 2, Article IV, Division 6 are amended as follows:  
9

10 In Section 2-368 (2) Economic development committee shall be replaced with Economic  
11 Development and Tourism Committee; and  
12

13 The heading of Subdivision III in Division 6 of Article IV in Chapter 2 shall read: Economic  
14 Development and Tourism Committee; and  
15

16 Sec. 2-410. - Composition., shall read as:  
17

18 The Economic Development and Tourism Committee shall consist of three county board  
19 supervisors and three ex-officio members that will participate in an advisory capacity on the  
20 standing committee. Such ex-officio members shall not have voting rights and shall not be  
21 compensated by the county for their participation. Term of all committee members shall coincide  
22 with the terms of all other standing committees.  
23

24 And Sec. 2-411. - Duties., shall read as:  
25

26 The duties of the Economic Development and Tourism Committee shall be to:  
27

28 (1) Coordinate and communicate a countywide effort that includes all Monroe County  
29 municipalities to maximize economic development initiatives, promote an environment  
30 friendly to commercial expansion and job creation, facilitate and encourage  
31 entrepreneurship.  
32

33 (2) Develop initiatives for facilitating economic and commercial development, promoting  
34 tourism and educating internal, external, local and regional partners in collaborative  
35 efforts.  
36

37 (3) Establish close working relationships with government and civic organizations to  
38 promote and expand tourism and commerce in the County.  
39

40 (4) Develop short term and long range plans for promoting and facilitating economic  
41 development, commerce and tourism. Establish measurable outcomes.  
42

43 (5) Perform and/or execute other additional work or duties as may from time to time be  
44 required or authorized by state law, County Board Ordinance or County Board of  
45 Supervisors or County Administrator.  
46

47 Offered by the Economic Development Committee this July 22, 2020.

48

49 Purpose: To amend the county ordinances to change a committee name.

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51 Fiscal Note: Anticipated costs are the costs for amending the county ordinances. The funds shall come  
52 from the County Board budget.

53

<p>Finance Vote (If required):  <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Absent</p> <p>.....</p> <p>Approved as to form:  <u>Andrew C. Kaftan, Corporation Counsel</u></p>	<p>Committee of Jurisdiction Forwarded on: _____, 20__</p> <p>VOTE: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Absent</p> <p>Committee Chair: _____</p> <p>_____</p> <p>_____</p>
<p><input type="checkbox"/> ADOPTED <input type="checkbox"/> FAILED <input type="checkbox"/> AMENDED</p> <p><input type="checkbox"/> OTHER _____</p> <p>County Board Vote on: _____ 20__</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Absent</p>	<p>STATE OF WISCONSIN  COUNTY OF MONROE  I, SHELLEY R. BOHL, Monroe County Clerk, DO HEREBY CERTIFY that the foregoing is a true and correct copy of Resolution # _____ acted on by the Monroe County Board of Supervisors at the meeting held on _____.</p> <p>_____  SHELLEY R. BOHL, MONROE COUNTY CLERK  <i>A raised seal certifies an official document.</i></p>