MONROE COUNTY
ECONOMIC DEVELOPMENT
www.gomonroecountywi.com

MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM 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
1:00 p.m.
Friday, September 11th, 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: 146 517 1895 Access Code: 146 517 1895
Password: Zx4JRd9EMy4

Agenda

1. Call to order/Roll Call
2. Greg Evans - Go Monroe County Activities Guide/Magazine
3. 5 Minute Reports
   NOTE: Upcoming events/activities around the county should be mentioned along with your 5 minute Report*
   - Hidden Valley
   - ITBEC - International Trade, Business and Economic Development Council
   - Fort McCoy
   - Sparta Chamber
   - Tomah Chamber
   - 7 Rivers Alliance
   - Local History Room
   - Monroe County Land Use Planner
   - Additional Area Events
4. Next Month's Meeting Date/Time/Location
5. Approval of minutes of August 13, 2020 Meeting
6. Financials/Invoices
7. County Administrator Report
8. 2021 Budget – Discussion/Action
9. COVID-19 Mask Campaign – Discussion/Action
10. Website Merge and Ideas
11. EMS Monitor System Update
12. County Highway ATV Route Update
13. Next Month's Agenda Items
14. Adjournment

Ron Luethe, Committee Chair
Date Posted: September 4, 2020

The Mission of the Economic Development 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, Terry Green
Advisory Members: Heidi Prestwood, Jarrod Roll, Tonya Townsell, Tina Thompson, Roxie Anderson, Chris Hardie, Rob Wilson

Economic Development Minutes 08/13/2020

Present: Cedric Schnitzler, Tina Osterberg, Adrian Lockington, Andy Haffele
Committee Members: Ron Luethe, Brett Larkin, Nodji VanWychen,
Citizen Members: Kevin Ravenscroft, Ryan Egstad, Terry Green
Advisory Members: Jarod Roll, Roxie Anderson, Heidi Prestwood, Tonya Townsell, Tina Thompson
Cedric Schnitzler, Tina Osterberg, Adrian Lockington, Andy Haffele

1. Call to Order/Roll Call

   The meeting was called to order at the Monroe County Board Assembly room at 9:02 a.m. by Chair Ron Luethe.

   Introductions: Name/Title

2. Andy Haffele- Provides Elroy Sparta Bike Trail updates. Targets discussion on the damage from recent storms. Assessments and evaluations completed, some areas still remain closed. Donations came in to make some repairs. 2 sections remain closed between Elroy and Kendall and Wilton towards Kendall. All remaining repairs are larger projects done by state level. Kendall and Elroy trail surface was repaired in 2019, delay is the bridge from flooding of Baraboo River was deemed unsafe. Another bridge near Monitor road. Kickapoo River embankment trail washed out. Contract and design- currently open for bids, close on August 18 after that will go over bids and award a contractor. Hoping to start early September if possible. Chair Ron Luethe questions the funding status- Andy- all funding approved and ready for negations. Chair Ron Luethe- Is the engineering firm identifying and confirming this will be built to withstand future flooding. Design has raised the profile to look at floor plain levels and raised it- sits several feet higher than original bridge. Open floor for discussion Question: Jarrod Roll- how will the public know if stretch of trail is closed. Andy will post on website to get word out for scheduling to provide advance notice to the public.

3. 5 minute reports
   a. Hidden Valley- Rob Wilson not present
   b. ITBEC -Nodji VanWychen: met last week at American legion- received a Grant Request from Hidden Valley's for mobile application. Will not meet in September will meet first week in October at the American Legion. Heidi Prestwood: Upcoming plans include review of the mission and statements.
   c. Fort McCoy- Tonya Townsell: Challenge Academy protocol and quarantine process went well. Has found that Fort McCoy is good place to quarantine people. Talking to Navy about recruitment's quarantined at Fort McCoy before they are turned over to the Navy before boot camp. Feels comfortable about the process adding the screening process is well done. During training- masks are required and many signs posted about the screening process. Numbers are low of training participants. More businesses are opening (campground and restaurant) Question: Jarrod Roll - when did campground

open? Tonya: May 2020- numbers are high and positive feedback. Check in process is different but works well.

d. Sparta chamber- Heidi Prestwood: bike trail numbers for this summers has tripled. New patch sticker design contest is underway. Will be picking one winner and designs for new apparel. Tourism, they are moving away from print moving towards digital. Crazy Days was a success. Website is main focus. Fishing Derby – fall fest has different plans. Craft show has been canceled. Maybe pop up shops would be an option. Business after 5 cancelled and also post cancelled. August 26th Pat Waters Band is performing at the last concert in the park- in person and Facebook Shout Out to military and farmers. August 29th is community bike day to celebrate military appreciation. They have day passes –bring to downtown business and they are offering discounts. Stuff the bus in park bank, farmers market in Mueller's Square. Question: Jarrod Roll- Are people using bike trail and where are they coming from? Heidi- majority are day trips and coming from Iowa, Illinois regions. Have seen some passing through getting seasonal pass to go north to Eau Claire/Appleton. Lodging has seen full bookings many weekends.

e. Tomah Chamber- Tina Thompson: Military appreciation night at the pool was held last weekend. Set up business tours and introductions for Colonel. Pop up job fair on September 17th- open to all business in the county. Send job information's to Tina for the event. Small business marketing and social media training free to all area business how to best market being held September 30th. Tomah was selected for the All in Grant. Some business have begun to receive funds. Working with Bank First, with the teacher event. Friday the nominations will come in from school district on favorite teacher in district. Once they go through a selection of candidate's, 5 teachers will get up to $500 for classroom expenses. ATV Route update- Tomah approved their signs and will begin putting up soon. Constantly getting route questions and inquiries. Hotels and restaurants and seeing an uptick. Question Chair Ron Luethe: how are the signs being done and being paid for? Tina: They are paying for signs in Tomah area, tourism effort and didn't want to burden the clubs. $1000 is cost. Public works and Police Department approved and installing at no charge.

f. 7 Rivers Alliance- Chris Hardie: Annual area survey of businesses. Comprehension regional survey with specific COVID-19 questions. Annual rising stars, Program recognizes someone under the age of 40 doing big things in community. Usually held a reception annually, however uncertain if this will happen. Nominations are out for that. Working with regional economic development initiative with Governor Evers- the website that is for regional entrepreneurs. Meeting with CESA 4 and business about career pathways received a grant last year and will implement with schools this year. Layer with inspire program- businesses and students to encourage job exploration for jobs in regions. Virtual career fairs throughout Wisconsin. Were all in grant was a success for them as well.

g. Local History Room- Jarrod Roll: building explanation and explains the difficult challenges with COVID-19. Normally connects the library and traffic from there, however the public programs has seen change. Partnered with Kiwanis club for a scavenger hunt. Visitation is down, they do require reservations, but have seen some

walk ins. Half of visitors have been from Illinois or out of town. Most of them used the bike trails or visiting family. No bus tours, summer school and boys and girls club visits are down also. Wagner Grotto Park has seen increased visitors based on sign in book. Goal is to encourage visitors to stay in the community as long as possible. Comment: Tonya Townsell- Commemorative area- no public tours, they push those visitors attempting to do so into the cities. Comment: Heidi Prestwood lives near the Wegner Grotto Park, sees at least 5 or 6 cars nightly. Jarod- outside grant received to hire vendors to work on the park. They work as ambassadors also while doing repairs.

h. Monroe County Land Use Planner- Roxie Anderson: Makes notes her updates are also agenda items- went to Mississippi River Planning Committee meeting. There is a broadband expansion grant- This is a Government eligible application is for the purpose of bringing broadband service to areas lacking. 24 million funding available and is a 2 year project. Plans to research this more.

i. Additional area events-
    - Heidi Prestwood has posters to distribute
    - New Advisory member Terry Green introduced

4. Next meeting- Friday September 11th 1:00 p.m. Monroe County Board Assembly Room with remote access available. Future dates have been approved for the follow dates and times:
    a. Thursday October 8th 1:00 p.m. Monroe County Board Assembly Room
    b. Thursday November 12th 1:00 p.m. Monroe County Board Assembly Room
    c. Thursday December 10th 1:00 p.m. Monroe County Board Assembly Room
    d. All 2021 Meetings will return to the 9:00 a.m. time
5. Approval of minutes July 9 2020 meeting- motion by Nodji VanWychen second by Brett Larkin to approve the minutes of the July 9th 2020 minutes. Motion carried 3-0

6. 2020 Budget -item 8 on agenda

7. County Administrator's Report- Tina Osterberg: Census meeting next week- the field dates changed now ending September 30th. They are currently Hiring and training more employees for door knocks. Lisa Kilmer will be attending next week's meeting and has yard signs available, plans to distribute around the county- there is a request, asking for some in Spanish. Right now we are at 69.4% -less than a percent below from 2010- some communities are doing well- Nodji asks about numbers/locations Tina: explains map and census track – Lisa does has township and village numbers, will be available at meeting. CCTF last month held 2 watershed meetings. Presented information what the committee does and goals. Handing out brochures for donations. Next meeting scheduled for September 2nd at 2:30 p.m. They are planning to look at locations and equipment need for each location to determine funding for full plan to be implemented. Hoping to purchase equipment yet this fall. Still in process of implementing new Monroe County website, going through training on how to update sites, individual department set up. Finalized the Monroe County Employee Picture contest- Explained Details and Rules. Admin and personnel committee went through pics decided on 5 winners. Those 5 winners will be on the new Monroe County website homepage that rotates. Currently going through 2021

budget and meeting with Departments on IT Pool. Preliminary numbers are down. Final numbers will be out on the 15th. About a decrease about 100,000 down. 1.37 percent increase.

8. 2020 Budget Discussion/Action: Merge together: 8&9 agenda items.

9. 2021 Budget/Action- funds remaining – In review of past paid invoices, MAP N TOUR determined open invoices. Discusses contract- the initial contract 2018/2019- final year part of the contract $5700-remains unpaid. Steve Peterson was only contact. Cedric Schnitzler reviews past minutes in time frame and reminds committee that all contracts should be gone through Tina Osterberg for final approval. This should come out of marketing and promotion- Motion by Nodji VanWychen Second by Brett Larkin to pay the outstanding invoice to MAP N TOUR motion carried 3-0.

   One adjustment was made on budget- moved $1300.00 from last year's budget to bring website forward- only used WIX and Go Daddy accounts. Total of $12884 currently in this year's budget remaining. Tina Thompson asks who does the maintenance to the website and asks who it falls too. Tina Osterberg confirms there is no designated staff that hold this. Question: what can be funds spent on- can remaining funds be rolled over? Cedric Schnitzler confirms it would take full County Board approval to roll funds. Funds typically go the general fund if not used.

10. 2021 Hidden Valleys Guide/Monroe County Ad/Mobile App- Discussion/Action- Tina Osterberg: Discusses the 2021 Hidden Valleys Guide and proposal. Motion by Nodji VanWychen Second by Brett Larkin to approve the Hidden Valleys Guide Expense of $2805.00 for the next years guide. Motion carried 3-0

11. COVID-19 Mask Campaign- Tina Osterberg: Presents idea in relation to the executive order put in effect by Governor Evers on August 1st 2020. Other counties around the region has campaigns also. This was built off Vernon County's' idea- there's was done through Economic Development Coordinator and Health Department. Local businesses would participate in the campaign, by first showing the interest. A Press and Media release would be sent out as an invitation to join in. Tina Thompson and Heidi Prestwood from chambers are willing to promote and have been part of the design concept. They also provided a sample of business #'s in their areas and we would reach out to all villages and clerks to establish numbers of businesses in the county. Asking committee to consider us purchasing gift card's from funds available. We could award gift card's weekly through the social media contest – each week promoting and advertising a different business. For businesses to join in the campaign, we would supply signs and flyers for business. Asking committee to also purchase yard signs and flyers. MECA Sportswear and Evans printing has given quotes on prices and design concepts. Adrian discusses the logo design process and pricing. This campaign would have its own email address that would go to Adrian Lockington. Discussion, questions and comments. Meeting is nearing end, Chair Ron Luethe questions what needs to be finalized today. Tina Osterberg: Budgets are supposed to be turned in next week. Will need committee approval for mask up campaign. Today Comments: Terry Green: do you have a scale or grade to provide- A- or C- level to put in place- for the businesses. How do you determine what businesses get what amount of masks? Does not think that 1000

masks is enough. Concern was: $3500- Tina Osterberg confirms this can apply to Cares Funding for reimbursement. Committee Members are not comfortable with making decision would like more discussion. Chair Ron Luethe: Mask up campaign to be continued until next month.

9. /Continued: 2021 Budget: Tina Osterberg: current budget can be the preliminary number for 2021 and can discuss more in September- motion by Nodji VanWychen second by Brett Larkin to move the 2021 Budget to reflect the 2020 Budget and further discussion at next month's meeting. Motion Carried 3-0

15. Next Month's Agenda Items: Items carried from August Meeting forward:

    11. COVID-19 Mask Campaign- Discussion/Action

    12. Website Merge and Ideas

    13. EMS Monitor System Update

    14. County Highway ATV Route Update

16. Motion to Adjourn by Nodji VanWychen second by Brett Larkin Adjourned at 10:58 am

Recorded by Adrian Lockington

Administrative Office Specialist