



MONROE COUNTY ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

202 South K Street, RM 1

Sparta, WI 54656

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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.

Thursday, October 8th, 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: 146 689 6980

Access Code: 146 689 6980

Password: QQqmmhs753

Agenda

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

Ron Luethe, Committee Chair

Date Posted: October 2, 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

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

Economic Development Minutes 09/11/2020

Committee Members: Ron Luethe, Nodji VanWychen, Brett Larkin

Citizen Members: Terry Green

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

Present: Adrian Lockington

Approved Absent: Tina Osterberg

Not Present: Tina Thompson, Kevin Ravenscroft, Ryan Egstad

1. Call to Order/Roll Call

The meeting was called to order at the Monroe County Board Assembly Room at 1:00 p.m. by Chair Ron Luethe. Introductions/Name & Title

2. Greg Evans- Go Monroe County Activities Guide/Magazine- could not attend. Will be available at next month's meeting. Nodji is questioning how many travel shows will be attending- believes less amount of printed copies will be needed.

3. 5 Minute Reports:

- a. Hidden Valley: Rob Wilson- Currently working on the Website Advertising Agreements. This year due to the Pandemic, they are behind on some of the renewals. Question if Monroe County would like to use the Ad design from last year or if would like a new design. Would like the AD to be put on next month's agenda for Review/discussion/Action. Ron questions the deadline if timeline is ok. Rob confirms the meeting and concepts should be finalized by the following week of the meeting. Rob Wilson stated to have concept, layout, and pictures to him as soon as possible. Rob also mentions if you have events please submit for next year's calendar- will post on Hidden Valleys website.
- b. ITBEC: International Trade, Business and Economic Development Council: Nodji VanWychen- No September Meeting, Every other month>Next meeting the 1st Friday in October at the Sparta American Legion
- c. Fort McCoy: Tonya Townsell- Reviews the Boot camp and the Quarantine processes. Feels this process has been great. Following procedures and becoming the normal. No tours or events being held.
- d. Sparta Chamber: Heidi Prestwood- Current and Upcoming Events:
 - Fall Fest- October 10 on Water Street. Approval for street closure given.
 - Make a Difference Week- October 24, Unity Day, Pay it forward Day, Fundraisers
 - Holiday Lights Group- no official ceremony- parade cancelled
 - Santa Fireside Chats- read stories and will post on social media
- e. Tomah Chamber: Tina Thompson- Not Present
- f. 7 Rivers Alliance: Chris Hardie- Discussed a recently conducted Travel survey- Since COVID-19 has recently seen the highest numbers since May- hopeful weather remains good and it will encourage more travel through the fall. The Federal Reserve 9th District did release on the 11th the Business survey- how to measure business. About Half of

Business continue to see a negative trend- a large decline in restaurant's and hospitality areas. Businesses released they are Cutting wages and decreasing staff. Finalizing the Annual Rising Star event, so far 35 nominations- will do these via a virtual online event instead of in person due to COVID-19

- g. Local History Room: Jarrod Roll- Local history Room – Recently finalized the pilot program with the Kiwanis Club- held a scavenger hunts and there was a total of 227 completed forms. Data shows that of that 170 were family groups based on the names itself. If the trend continues they will we do more engagement activities outside of the building- feels it worked out well. This event drew in many business. Holiday time is usually busiest time – Thanksgiving and New Year's. – In past years, part of their hours are extended for kris kindle mart- will have to handle differently this year. Visitations will be by reservation only. Christmas exhibit will be something different this year compared to other years. Monroe County choose the toys we love. Will offer an online poll in a 12 category online visitor vote on favorite toy from the eras of 1940-1990's. Results of poll will dictate was is on the agenda. This will run through Thanksgiving next year.
- h. Monroe County Land Use Planner: Roxie Anderson-Currently reviewing Grant applications for the public Broadband Expansion Grant- eligible partners and local government partner with local internet provider. Monroe County qualifies to apply for this grant. Information sharing: Wisconsin Economic Development Coordination- - September 16 is next session- saw this in the newsletter- Job Fair event September 17th drive up or walk up event in Tomah at the Fairgrounds.
- i. Additional Area Events:
 - Nodji VanWychen discusses Warrens area. They are hosting 2 cranberry harvesting days on Saturday, September 26th 9am -12noon. This year there are No reservations and all events are outside. No bussing available, park and walk distance- People can rent chest waiters and get in water and can get picture taken. Items for Sale will be Cranberries – dried, fresh and wine. After the tour, guests are invited to go to downtown Warrens to the Discovery Center. Will be serving a Cranberry Brat lunch and Cranberry Ice Cream
 - Continue to hold Community meals. Once a month= Next meal is on Wednesday September 23rd the Warrens Lions Club will be hosting and serving the Cranfest pork chop sandwich and a Cranberry dessert. Adverting on website and visitwarrenscranfest.com office is aware. Event will continue Rain or shine. Freshcranberries.com is website. Rob Wilson will share on the Hidden Valleys web page also. Rob mentions any events should be sent and he can promote also.

- 4. Next Month's Meeting Date/Time/Location- October 8, 2020 in the Monroe County Board Assembly Room

5. Approval of Minutes: Motion by Nodji VanWychen second by Brett Larkin to approve the minutes of August, 13 2020 meeting. Motion Carried 3-0

6. Financials/Invoices- Hidden Valley Ad space invoice paid in the amount of \$2800.00. Adrian Lockington confirms information.

7. County Administrators Report: Tina Osterberg- Not Present

8. 2021 Budget Discussion/Action: Tina Osterberg provided up to date Budget analysis and report. Committee members reviewed documents and discussed details including the discussion from August 13, 2020. Motion by Nodji VanWychen second by Brett Larkin to approve the 2021 Budget. Motion Carried 3-0

9. COVID-19 Mask Campaign- Discussion/Action: Adrian Lockington presented the status of campaign. Acknowledges the organic idea was presented at last month's meeting. Feels missed the call to action window for a successful campaign. This was put on hold and no intentions to move forward at this time.

10. Website Merge/Ideas: Chair Ron explains the two websites. Adrian Lockington presents an initial overview of findings with the separate pages. Pros/Cons. The time and updates are key to have successful traffic to promote Economic Development in the County. Rob Wilson comments and provides feedback. Agrees one is needed because one drives the other, one website makes sense. Heidi Prestwood acknowledges with the Sparta Chamber how much time it does require, and she also has social media. Jarrod Roll provides feedback of the contracted company that manages their site. Costs involved but the can do simple updates themselves to keep costs down. Heidi Prestwood suggested High School Students pursuing secondary school in IT or web development. Brett Larkin also believes college students would be a good option also and this promotes this committee by involving students and building relations with in the community. Will add to next month's meeting for Discussion and Action. Funds are available. Would an RFP be required to go out for BID- looking for approved bid before end of December if that is route? Having Student(s) maintain updates would be ideal. Ron will talk to Tina about that.

11. EMS Monitor System Update: Roxie Anderson- provides the updates with the Watershed Meetings and the Real Time Monitor Systems Monroe County will be purchasing and installing. Currently still looking for Donations and at the recent meeting the locations were discussed and decided on. Will use cellular service through Verizon Wireless for the communications and Data.

12. County Highway ATV Route Update: Ron presents history of the ATV County Highway routes- history- Resolutions -all county highways are open to ATV's and now signage needs to be put up. Comment that Tomah Chambers donated monies for the signs in Tomah. Tavern league is donating some funds. Nodji is proposing we donate funds throughout the county where ever is needed. What is the county participations? The Labor installing signs costs more than signs themselves. Chair Ron: ATV groups funded in the township level. Nodji thinking the ones that do not have any funding. - More rural areas are in need more than others. Purchasing and installation of signs fall under the highway department. Ron comments on ATV State Trail programs and Federal programs and funds through the DNR. Believes there is another source of funding through the DNR to do so. Chair Ron Questions what the clubs have done to fund them or promote to raise monies? Nodji asks Chair Ron to talk to Tina about the process and to Include Dave Pierce. Would these be a line item transfer? Rob Wilson questions the details from other counties and what they have benefited from having the signs. These are not signs leading to off road trails these are just that ATV can go on the roads. Impacts more local citizens than visitors? Explain to Tina Osterberg and Mike Peirce. Jarrod suggests seeing the Maps about the trails and where they go and by how many businesses. Chair Ron agrees to Jarrod's comment and feels that the funds would be appropriate to spend funds on getting this map because it would promote tourism. Add to next month's meeting Discussion/Action

13. Next Months' Agenda Items:

- a. Greg Evans Printing- Go Monroe County Activities Guide- Discussion/Action
- b. Hidden Valleys- Ad design/concept- Discussion/Action
- c. Website Merge and Maintenance- Discussion/Action
- d. County Highway ATV Route Update- Discussion/Action

14. Motion to Adjourn by Nodji VanWychen second by Brett Larkin Adjourned at 2:50 p.m.