

**NOTICE OF COUNTY BOARD COMMITTEE MEETING  
TOURISM, PROMOTION AND ECONOMIC DEVELOPMENT  
Monday, January 18, 2021  
MINUTES**

The Tourism, Promotion and Economic Development Committee met  
at 10:30 am. via WEBEX

Members Present: Rod Ofte, Adrian Amelse, Mary Henry, Mary Rae, and Alycann Taylor

Others Present: Diane McGinnis, Christina Dollhausen, Sandra Favor, Randy Skinner, Niki Steele, Carrie Redington and Gail Muller

1. Call to order
2. Affirmation of Proper Public Notice of the meeting
3. Roll Call/Introduction of attendees and guests
4. Guidelines for Public Participation
5. Public appearances and remonstrance
6. Review/Approve minutes for the November 16, 2020 meeting  
**Motion by Rae to approve the minutes; second by Amelse. Vote unanimous. Motion approved.**
7. Approval of Bills
8. ED Coordinator Report  
**Dollhausen reported on the Friends of Vernon County Parks activities, hotel feasibility study for the Viroqua Business Park Commission, marketing conference attended virtually, and possible connection with Leum Technologies and workforce development.**
9. ED Coordinator 2020 Contract Outcomes  
**McGinnis reviewed 2020 objectives. Dollhausen provided update on progress. Discussion on income generation and importance of business retention.**
10. ED Coordinator 2021 Priorities  
**Continued discussion of business model, business retention and marketing/collaboration. McGinnis and Dollhausen to bring specific priorities to February meeting.**
11. ED Coordinator Contract Alignment with County Budget Timeline  
**McGinnis reported changing contract to align with county budget timeline of January through December. 2021 contract will be for March through December.**
12. Other Business, Old Business, New Business  
**McGinnis reported on CDBG COVID grant application to assist small businesses with less than 5 employees.**
13. Next Meeting  
February 22nd at 1:30 p.m.

13. Adjourn