

**NOTICE OF COUNTY BOARD COMMITTEE MEETING
TOURISM, PROMOTION AND ECONOMIC DEVELOPMENT
Monday, November 16, 2020
MINUTES**

The Tourism, Promotion and Economic Development Committee will met
at 1:30 p.m. via WEBEX

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

Others Present: Diane McGinnis and Christina Dollhausen

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 September 14, 2020 meeting
Motion by Henry to approve the minutes; second by Amelse. Vote unanimous. Motion approved.
7. Approval of Bills
8. Vernon Trails Marketing Partnership Request
Taylor requested \$1500 to revamp and print the Vernon Trails map. If any additional funds are remaining they will be used for signage at Sidie Hollow Park.

Motion by Henry to approve \$1500 for maps for Vernon Trails; second by Amelse. Vote unanimous. Motion approved.
9. 2020 Budget
 - a. Photography/Drone Imaging
McGinnis reviewed the 2020 budget with the committee. There are still remaining funds in 2020 that could be used to meet Driftless WI's request for match funds for the JEM grant. Staff will contact Driftless WI to ensure this JEM grant is a guarantee.

Motion by Amelse to pay \$5000 to Driftless WI as a match for the JEM grant and to remove \$250 from the 2020 budget for Driftless Angler; second by Alycann. Vote unanimous. Motion approved.
10. 2021 Budget
 - a. Marketing Partnership Outreach
 - b. Summit
 - c. Tourism Focused Initiatives
 - d. Interactive Map

McGinnis presented the 2021 budget.

Motion by Henry to approve the 2021 budget; second by Taylor. Vote unanimous. Motion approved.

11. ED Coordinator Report

Dollhausen reported on the Outdoor Recreation Plan she is working on with VC Land and Water and the Mississippi River Regional Planning Commission, ribbon cutting event for the Viroqua Business Park, marketing training she has been attending virtually, national news article, Westby Chamber of Commerce hired a new director and Viroqua Chamber is advertising for a new executive director.

11. Other Business, Old Business, New Business

12. Next Meeting

January 18th at 1:30 p.m.

13. Adjourn