

**NOTICE OF COUNTY BOARD COMMITTEE MEETING  
TOURISM, PROMOTION AND ECONOMIC DEVELOPMENT  
Monday, February 10, 2020  
MINUTES**

The Tourism, Promotion and Economic Development Committee met 8:30 a.m. in the County Board Room.

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

Others Present: Dennis Brault, Roger Call, Christina Dollhausen, Nikki Swayne, Neal Olson and Diane McGinnis

1. Call to order at 8:34 a.m.
2. Affirmation of Proper Public Notice of the meeting
3. Roll Call/Introduction of attendees and guests
4. *Inter-Governmental Agreement*

*The committee may entertain a motion to adjourn into closed session pursuant to 19.85 (1) (e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. (Roll call vote if motion is not unanimous).*

- a. *Entry into closed session if adopted*
- b. *Reconvene in open session pursuant to Wisconsin Statutes Section 19.85 (2)*
- c. *May act on items discussed in closed session.*

**Motion by Olerud to go into closed session; second by Rae. Vote unanimous. Motion approved.**

**Motion by Rae to come into open session; second by Olerud. Vote unanimous. Motion approved.**

5. Guidelines for Public Participation
6. Public appearances and remonstrance
7. Review/Approve minutes for the January 6, 2020 meeting  
**Motion by Rae to approve the minutes; second by Amelse. Vote unanimous. Motion approved.**
8. Approval of Bills
9. Map Project Update
10. Economic Development Coordinator Priorities for 2020  
**Motion by Olerud to approve this contract; second by Amelse. Vote unanimous. Motion approved.**
11. Tourism Focus Group
  - a. Tourism Revenue Generation
  - b. Planning the Promotional Summit
  - c. Tourism Marketing Plan for 2021

**The Summit will be held in the fall of 2020 and should include a workshop on marketing for businesses.**

12. Marketing

- a. Viroqua Business Park
- b. Other County Departments
- c. Vernon County Communities

13. Community Grant

**Motion by Olerud to move the \$5000 budget from Community Grant to marketing and use towards the website and maps; second by Amelse. Vote unanimous. Motion approved.**

**Motion by Olerud to make a request through a resolution to the Finance Committee for Ho-Chunk support of \$25,000 for Community Grants; second by Ofte. Rae requested that the amount be changed to \$50,000 and Olerud and Ofte made a friendly amendment to the motion to change it to \$30,000. Vote 4 to 1, Motion approved.**

11. Other Business, Old Business, New Business

12. Next Meeting –

14. Adjourn

**Motion by Rae to adjourn; second by Taylor. Vote unanimous. Motion approved.**