

**NOTICE OF COUNTY BOARD COMMITTEE MEETING
TOURISM, PROMOTION AND ECONOMIC DEVELOPMENT
Monday, March 2, 2020
MINUTES**

The Tourism, Promotion and Economic Development Committee met at 9:30 a.m. in the County Board Room.

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

Others Present: Gail Muller, Roger Call, Diane McGinnis, Christina Dollhausen, Dennis Brault and Neal Olson

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
Brault requested Dollhausen to be the press release contact for the county. Dollhausen would not be asked to draft press releases for departments, but could be the conduit to get them out to the local newspapers, posted on website and social media.
6. Review/Approve minutes for the February 10, 2020 meeting
Motion by Rae to approve the minutes; second by Taylor. Vote unanimous. Motion approved.
7. Approval of Bills
8. Map Project Update
Olson provided an update on the maps. Committee members provided comments for the design. Maps to be printed and ready for Canoecopia.
9. Marketing
 - a. Viroqua Business Park
 - b. Other County Departments
 - c. Vernon County Communities
10. Community Grant Matrix
A Ho-Chunk request is moving forward for Community Grants. The committee talked about the timeline since the funds would be going out later in the year. The committee decided all funds for this round must be spent by December 31, 2021.
11. Business Outreach
Dollhausen is working on the toolkit.
12. Dairyland Power - Genoa
The committee discussed the fiscal impact to the county. Dairyland Power is interested in partnering and looking for grant opportunities. An EDA planning grant might be a good option to consider to plan for the future.
11. Other Business, Old Business, New Business
 - a. Upcoming Events

- WI Governor's Conference on Tourism – March 16th
- Canoecopia March 13-15th

12. Next Meeting – April 8th - 3 p.m., June 8th - 9:30 a.m. and June 15th – 9:30 a.m.

13. Adjourn

Motion by Olerud to adjourn; second by Taylor. Vote unanimous. Motion approved.