

ECONOMIC, TOURISM AND RESOURCE COMMITTEE MINUTES

December 21, 2010

The Economic, Tourism and Resource Committee met on Tuesday, December 21, 2010 at 12:30 p.m., Room 266 on second floor of the Administration Building in Lancaster, WI pursuant to the adjournment of the October 5, 2010 meeting.

Members present: John Beinborn, Carol Beals, Vince Loeffelholz, Vern Lewison and Grant Loy. Todd Johnson, Comm. Resource Development Agent and Ron Brisbois, Economic Development and John Patcle were also present.

The meeting was called to order by Chair John Beinborn. Carol Beals, seconded by Grant Loy, moved that the meeting was in compliance with the open meeting law. Motion carried.

Vince Loeffelholz, seconded by Carol Beals, made a motion to approve the agenda. Motion carried.

Vern Lewison, seconded by Vince Loeffelholz, made a motion to approve the minutes. Motion carried.

Revolving Loan Application: Ron Brisbois, Economic Development was present to inform the Committee on an application, but at this time he asked that it be tabled for a future meeting.

Ron Brisbois gave an update and review to the committee on Economic Developments year. All in all Ron has been very satisfied with the progress that has been made. Ron is especially happy with Scott Industries in Muscoda. Scott Industries has proved to be very beneficial to the community which makes Economic Development very satisfied.

Ron did have one concern on the Snow Mobile trails. He felt that this issue should be publicized better for the general public. Economic Develop has been getting a lot of calls as to who to contact to use the trails here in Grant County and would like to post this information on their web site. Ron will work with Todd Johnson, to get this information out to the public and supply the resources for contact people and information on the trail access. They would contact Lloyd Runde for further information.

Ron also informed the Committee that he would be working on an application for grant money that would be available before the new State Administration would take office. He had hoped to lock in grant proceeds for Grant County in the amount of at least \$30,000.00.

Ron also informed the committee that he has been working on a new map to insert into the Grant County Magazine. The current map tends to be too small and he would like to include more information that is pertinent to our area, like trout streams, a better bike trail map, etc. Grant money can be used on this project through Tourism.

Todd Johnson, Communication Resource Development Agent at UW Extension, was present to give the committee the progress that he and the staff at the Extension Office have been making on the CGI Web site project. They have been working on a survey sent to them by CGI to supply Grant Count's resources. Todd has been using the safest methods of resource information to use for the company,

information that has been proven in the past to be very accurate on Grant County resources such as Hospitals, Clinic, Schools, etc. Real Estate information has been the most challenging; how to give the most accurate and up to date information. The committee did suggest some local agents that may be able to help in this process.

Todd went through the booklet that he and the staff at UW Extension has been working on. The following chapters are the points of interest that CGI is looking for in a community. Chapter 1-Welcome, Chapter 2-Quality of Life, Chapter 3-Real Estate and Relocation, Chapter 4-Education. The following ideas were discussed by the committee:

- The spokes person(s) to be used for the presentation of the web site. It was suggested, to have a diverse group of people representing Grant County; youth, youth groups, parents, single mom or dad, professional people, hired actors, etc.
- Fun Facts: famous people of Grant County, landmarks such as the Point of Beginning, any slogans or mottos Grant County may have, implement something with Wisconsin being a leading dairy state. Use imagery, such as the Courthouse, Potosi Brewery, Mississippi River, Wyalusing Park, Stonefield Village, Grotto, Museums, Great River Way Trail, rodeo, boating, hunting/fishing, snow mobiles, canoeing.
- Quality of Life: Health facilities, schools, parks, boat landings, variety of Community Services, race diversity, Amish culture, awards or trophies achieved.
- Festivals and/or Events. Will use a web links to review these events from other sources.
- Three word description of Grant County, suggestion (Historic, Scenic, Friendly)
- Other categories: Motor cycling, libraries, places of worship, shopping/dining/lodging links
- What Grant County has to offer: agriculture/crops, Specialty foods, cheese, popcorn, processed beer and wine. Historical town settings, ferry, skiing, canoeing, hunting, fishing, bio fuels.
- Culture, sports, art, music such as the Lancaster Community Band, Industry.
- Education: youth groups, UW Platteville University, Southwestern Technical College.
- Real Estate possibilities.

The web site can up to 7 categories, if other points of interest; they can be added in time.

Old/New Business: The grant applications are due to be coming back in. A meeting will have to be called to assess the applications and award the winners. Todd Johnson was instructed to look into the guidelines that have been set to judge these applications. Past history and use of the grant money that had been dispersed in the past were to very big categories to use for the illumination process in the future. Meeting will be called when applications are processed.

Adjournment: Grant Loy, seconded by Vince Loeffelholz, made a motion to adjourn the meeting pursuant to January 18, 2011 at 12:30 p.m. or immediately after the County Board Meeting adjournment. Motion carried.