

Economic, Tourism & Resource Committee

APRIL 19, 2011

The Economic, Tourism & Resource committee met on Tuesday, April 19, 2011, at 8:15 a.m. in Room 266 second floor of the Administration Building, Lancaster, WI pursuant to the adjournment of the March 15, 2011 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.

The meeting was called to order by Chair John Beinborn. The County Clerk verified that the meeting was in compliance with the open meeting laws.

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

Vince Loeffelholz, seconded by Grant Loy, made a motion to approve the minutes. Motion carried.

Revolving Loan: Ron Brisbois, Economic Development Director, presented a revolving load application for Gro Alliance, Cuba City, WI. They will use the RLF Loan to purchase new technology equipment that will allow them to develop “Refuge in a Bag” applications. This will allow Gro Alliance to offer Bt and other genetic lines of seed that, in the past; required two types of seed being planted separately in a field.

This equipment and technology allows Gro Alliance to remain a leader in the seed industry. Gro Alliance will retain their 21 employees and create 53 new positions at their facilities in Cuba City, WI. The loan will be for \$200,000.00 at 3% interest, term of 7 years. Collateral will be liens on the equipment. Total Project cost is \$1.1MM. Vern Lewison, seconded by Vince Loeffelholz, made a motion to approve this Revolving Loan Application for Gro Alliance to take before the Grant County Board of Supervisors recommending their approval. Motion carried.

CGI Update: Todd Johnson, Comm. Resource Development Agent, met with a team of salesmen for CGI and directed them to area business, health facilities, etc., so they can sell ads for the web site. This is how the web site is sustained for Grant County in the sale of advertisements.

Filming for the project will be July 26 – 28, 2011. There will be four categories, the Welcome, Education, Quality of Life and Outdoor Recreation. Betsy Olson, 4H Director, will be helping Todd line up youth speakers for the web site; different backdrops for the website were the following suggestions:

- Courthouse
- Memorial Park in Lancaster, WI
- UW Platteville Campus and Southwestern Technical College in Fennimore, WI.
- Some of the downtown settings, Platteville, Fennimore, etc.
- Potosi Brewing Company
- Wyalusing State Park

- Boat Landings
- Platt River

Some of the suggested speakers were the Chancellor of UW Platteville College, Head of Southwestern Technical College.

The committee extended their Thanks to Todd Johnson for all the time consuming work that he has devoted to this project being newly hired and having this project added to his work load and responsibilities.

Old/New Business: Todd Johnson looked into the HMA Distributer, Cory McCullick, and found out that through the D.O.T, it does cost a fee for the County to have their Hidden Valley magazines stocked in the rest areas around the State. Todd was quoted the cost of \$2000 from May to October 2011 to stock the magazine in all the rest areas in the State. For the same dates for \$200.00 to stock the magazine in only the rest area located at Kieler, WI. There are eight D.O.T owned rest areas in Wisconsin, State owned but manned by general workers. Grant Loy was directed to bring this issue up at the next Hidden Valley meeting in Muscoda, WI, Todd Johnson would try to attend this meeting also. They will discuss this cost with them and try to establish other alternative to distribute the Hidden Valley magazine in Wisconsin. They will report back to the committee at the next meeting.

Adjournment: Grant Loy, seconded by Vern Lewison, made a motion to adjourn the meeting pursuant to the call of the chair. Motion carried.