Economic, Tourism & Resource Committee: Minutes

9:00 A.M. on Friday, December 5th, 2014 in Room 266, second floor of the Administration Building in Lancaster, WI.

Committee Members Present: John Beinborn, Carol Beals, Grant Loy, and Daniel Timmerman
Also Present: Robert Keeney, Ron Brisbois, and Todd Johnson

Actions Taken:
1. John B. called the meeting to order at 9:03 A.M.

2. Todd J. verified that the meeting was posted in (2) locations and on the web.

3. Motion to approve the agenda by Daniel T.
   - Motion seconded by Grant L.
   - Motion passed.

4. There were no minutes made available to approve. Committee will table the approval of minutes to the next meeting.

5. Ron B. of Grant County Economic Development Corporation suggested that the Committee table the approval for the Revolving Loan Application for Hurst Logistics to the next meeting.

6. Todd J. reviewed the guidelines and process for the Grant County Tourism Grant Program. After much discussion, the following changes were suggested:

   - On page (1) of the "Guidelines", remove the second bulleted item from the "Eligibility" that currently reads, "All organization(s) or individual(s) must have a Federal Tax ID Number."
   - On page (1) of the "Guidelines", add the words "and/or tourism" to the third bulleted item from the "Eligibility" section of the "Guidelines" so that it will read as:
     - Projects must have a significant impact on businesses and/or tourism located in Grant County and the region.
   - On page (2) of the "Guidelines", replace the words "Within 30 days of" with "Upon" so that the sentence reads, "The Tourism Resource Committee requires the 'Summary Report Form' to be submitted upon completion of project."
   - On the "Budget Form", line (2), replace "Estimated Value" with "Estimated Value ($15)".
   - On the "Payment Request Form" remove "Todd Johnson, Community Resource Development Agent" and todd.johnson@ces.uwex.edu from the page.
   - On page (1) of the "Summary Report Form", replace (Needs to be within 30 days of Event/ Project Date) with (Needs to be submitted upon completion of project. If the report is not received, you will be ineligible for future grants.)
   - On page (2) of the "Summary Report Form", remove "Todd Johnson, Community Resource Development Agent" and todd.johnson@ces.uwex.edu from the page.
   - Questions regarding the Tourism Grant Program would be directed (in written e-mail) to Carol B. from Lori Vesperman.
     - Motion to approve the changes listed above by Committee Member Daniel T.
     - Motion seconded by Committee Member John B.
     - Motion passed.

7. Todd J. , Ron B., Robert K. discussed the Grant County Tourism Council's request for funding to assist in bringing Discover Wisconsin to feature Grant County as part of (3) counties of the Great River Road. The Council is looking for $2,500 - $3,000 to be paid over (3) years. Ron B. recommended that it come from GCEDC's budget and would provide $1,000 per year for (3) years as long as he had control over which website(s) the Discover Wisconsin program would direct people to.

8. Todd J. discussed the proposal from CGI Communications from Buffalo, New York to update the content on the County's online videos. Committee asked to table the decision to a later date once performance data from CGI's website could be obtained and reviewed.

9. Todd J. discussed the following changes to be made to the proposed agreement from Hidden Valleys:

   - Replace this bulleted list:

     "In return for your membership, Grant County is responsible to:
       - *Provide county representation by board member or appointed citizen member for Hidden Valleys monthly board meetings*
       - *Provide current contact information to Hidden Valleys of county representative and editorial contact person to Hidden Valleys.*
       - *Update the editorial section for your county in the guide.*
       - *Provide photos of festivals, and events that "show off" what Grant County has to offer anyone who visits Southwest Wisconsin. Remember winter sports in photos.*
       - *Provide listing of main events in the "Don't Miss" beginning section for your county.*
       - *Provide calendar of major county events with date, time, address location, contact for more information (web, email, phone), and description of the event."*

     To read as:

     "In return for your membership, Grant County is responsible to:
       - *Recommend county representation by board member or appointed citizen member for Hidden Valleys monthly board meetings*
       - *Provide current contact information to Hidden Valleys of county representative and editorial contact person to Hidden Valleys (i.e. UW Extension CRD Agent).*
       - *Update the editorial section for your county in the guide.*
       - *Provide photos of specific festivals and events <u>when requested</u>.*
       - *Encourage local communities to submit/edit their events, photos, and community descriptions directly to Hidden Valleys once a year."*

   - The "Official Contact" person for Hidden Valleys in Grant County will be the CRD Agent. Until a new CRD Agent is hired, all questions will be directed toward the Grant County representative to the Hidden Valleys Board (Robert Scallon).
       - Motion to approve the changes stated above by John B.
       - Motion seconded by Committee Member Daniel T.
       - Motion passed.

10. Todd J. discussed a proposal to remove the Grant County Snowmobile Association from the Grant County Liability Insurance.
    - Motion to approve the change by Committee Member Daniel T.
    - Motion seconded by Committee Member Grant L.
    - Motion passed.

11. Discussion about the status of the Boscobel Boat Landing. No action taken.

12. Motion to adjourn by Committee Member Grant L.
    - Motion seconded by Committee Member John B.
    - Motion passed.

Faithfully submitted by Todd Johnson, UWEX-Grant County CRD Agent on December 8, 2014.

Sincerely,

Todd W. Johnson, University of Wisconsin Extension-Grant County
Assistant Professor of Community, Natural Resource & Economic Development (CNRED) &
Community Resource Development Agent

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