

Economic, Tourism & Resource Committee  
August 11, 2015  
2:00 p.m.  
Administration Building

The Committee Meeting for the Economic, Tourism & Resource Committee met on Tuesday, August 11, 2015 at 2:03 p.m. in the Administration Building, Room 266 in Lancaster, WI pursuant to the last meeting of July 1, 2015.

Committee Members present: Carol Beals, John Beinborn, Grant Loy, Bob Scallon, and Daniel Timmerman. Robert Keeney, County Board Chair was also present.

It was verified that the meeting had been published in the Lancaster Herald Independent, and posted in the Administrative Building, Courthouse, and on the County's website.

Carol Beals stated that there had been one application for the Wisconsin Mississippi River Parkway Commission that had been missed on the agenda so this needed to be added to the list. Shannon Brown stated that it had never been received.

Agenda: Motion made by John Beinborn, seconded by Robert Scallon to approve the agenda as posted. Motion carried.

Minutes: Motion made by Dan Timmerman, seconded by Grant Loy, to approve the minutes of the meeting July 1, 2015 as printed. Motion carried.

2015B (Second Round) Tourism Resource Grants Review and Allocation of Grants: ***(The amount to allocate is \$8,500 + \$885 carryover from 2014.)*** The committee listened to the presentation of each grant; discussion followed the presentations, the point system was used to determine the approval or denial of each grant request application. Carol Beals stated that any discussion held on the Badger Camp application she would have to abstain from any decision because she is affiliated with that group.

Badger Camp: Elizabeth Niehaus represented the group asking for funds for Capital Improvement Project to update four of the cabins on the property to make the camp safer and more efficient. The money will also be used to upkeep the overall needs of the camp. They are asking for a total of \$1750.00.

Grant County Tourism Counsel: They are requesting the money for advertising to bring tourism to the area. They are asking for a total of \$2500.00.

Platteville Regional Chamber: Requesting a DVD player to play the Discover Wisconsin video and other media at the travel center. They are asking for a total of \$550.00.

Jamison Museum Association: Funds requested funds to assist with the Historical Reenactment Event held in Platteville for students. They are asking for a total of \$1200.00.

Wisconsin Mississippi River Parkway Commission: This application was received late due to an injury sustained by the person writing the grant for the group. Discussion centered on what the committee should do because of the late arrival of the application. After much discussion, Carol Beals, Chair asked that the minutes should reflect it was the consensus that the committee was in agreement to go forward in considering the late arriving application due to the unfortunate accident. Tom Vondrum, Commissioner of the WI Mississippi River Parkway Commission, also a resident of Cassville; presented

the application. He gave a short description of what the Commission offers to the county. Tom stated that now 2 power plants are going to be closed in Cassville this money will be very useful to the Cassville Community to capitalize on tourism. The group has received the grant money previously. The funds will be used to continue to update their website to phase two. Carol Beals stated that the Commission had been awarded funds last year but the proper follow up reports had never been received by the Economic, Tourism, & Resource Committee which would have informed the committee what the outcome of the project had been. Before the committee would award more money they could not release the money to the group unless last year's report was submitted. When asked how the project was going; Tom stated the web site update went very well last year and they are now were ready to make the next step to continue to improve their web site. This project of updating their website is an on-going process. They do receive other funds from other entities to assist in the effort; they are hoping to be awarded this grant to continue with the needed continual upgrades to the website. They are asking for a total of \$2000.00.

A short brake was taken.

Carol Beals called the meeting back to order.

John Beinborn, seconded by Robert Scallon, made a motion to award all five group applications with the totals they had requested, with a grand total of \$8,000.00 being awarded. The Economic, Tourism, and Resource Committee will request the remaining funds of \$1,385.00 be rolled over to the carry over fund sending this request to the Executive Committee for their recommendation and then send on to the full county board for their final decision.

Discussion was called for; Robert Keeney stated that he had objections to a couple of the applications not having the proper matching fund information listed on them. And also cautioned the committee to consider leaving as much of the unused grant money in the carryover account which could be a benefit to the committee in the future because the Grant County Tourism Council did make a projection to come before the County Board to request a donation of \$30,000.00 and no action had been taken on that at this time.

Again the motion was read for the final vote; John Beinborn, seconded by Robert Scallon, made a motion to award all five group applications with the totals they had requested, with a grand total of \$8,000.00 being awarded. The Economic, Tourism, and Resource Committee will request the remaining funds of \$1,385.00 be rolled over to the carry over fund sending this request to the Executive Committee for their recommendation and then send on to the full county board for their final decision. The motion passed unanimously.

Old Business: None

New Business: Committee supporting resource allocations, priorities and revisions. Shannon Brown, Community Resource Development Agent, stated he feels there is a gap in the structure of the Resource Tourism, & Resource. He stated that every couple of years the program should be reviewed as to how the resources are currently allocated and what is going on. His hope is that the committee can look at the resources that are supporting this committee and assess how those requirements are working out. In the budget he stated that the committee will see that there was a reduction in the allocation that is typically done for this grants program. Shannon's hope is to create a full time "Tourism Coordinator Position" which would cost the county \$35,000.00. He feels there seems to be a need for this position to handle the tourism needs of the county. They would become the central point in the county such and publication, administration of new program with the ATV Trails, Snowmobile, update web site, working with the social medial, to help keep tourism on the front burner. He would like to see this new position in place for at least three years. This would not be an Extension position; it would be looked at as a

County Employee only working on county tourism issues offering administrative support to the Economic, Tourism and Resource Committee. Shannon had also talked to Economic Development, Ron Brisbois and the Tourism Counsel if they would be on board to support a position such as this. This is relatively a new concept for the county. Ron Brisbois state that there were certainly some of the projects that Economic could take on but the list would have to be discussed by all entities to see were the best fit would be. There seems to be a large possibility that some of the services may cross into the jurisdiction of other entities. Shannon stated he was spending more time on things like this grant program when he should be spending his time in other efforts; when asked if his job description includes any tourism issues, he stated to the best of his knowledge no it did not. Carol Beals stated that maybe the problem is that the county is trying to make the Extension Office responsible for things they are not supposed to handle. Shannon stated he has had communications with the Chancellor of the UW Colleges and Extensions and has stated that the Extension Program has to focus their programs. Shannon felt there was a clear message from the Chancellor that changes were coming. Carol Beals stated another factor in this issue; no one knows what the cuts are going to be in Southwest Wisconsin Region at this time for the Extension Programs. Shannon stated this issue is not necessarily a budget issue but more a resource issue; by creating the new position it would alleviate the Extension from being responsible for the tourism projects and put them under the county, and many of the projects that have been placed under the Extension are things the Extension Office does not have the resources and capacity to handle. Robert Keeney stated that maybe because Shannon is new to the job of Community Resource Development Agent Title he was not aware of the job duties that were involved. Robert stated that many of the programs that fall under this budget were projects that were instigated by previous Community Resource Development Agents. During the discussion it was found there was a line item for \$5900.00 for Economic Project Fund which had been omitted by error and will be added back to correct the budget. More discussion took place in regard to where did the committee feel that all these programs should be distributed to.

Carol thought the next step may be to bring this issue to the Executive meeting for the Grant County Economic Development Corporation for more discussion with Ron Brisbois and Darlene Mickelson. There will be a meeting schedule next Tuesday for Economic Development Corporation which the committee suggested Shannon should attend. The committee did not have a clear cut remedy for this issue until all the information is on the table and all entities have had a chance to add their input. This issue should also be brought before the Executive Committee regarding the budget issues. Robert Keeney suggested that the committee come to some consensus on what the committee feels the budget amount should be for future reference. Another question is what department does this budget actually fall under which also needs to be addressed. The committee did feel the grant program has been a very useful program that should not be depleted from funds within the budget.

John Beinborn, seconded by Dan Timmerman, made a motion to maintain a total of \$20,000 for the Grant Allocation Program budget line item; to add \$5,900.00 back into the budget for the Economic Project Fund that had been accidentally omitted and keep the projected amount of \$35,000.00 in the budget for consideration for the new position. Motion carried.

Robert Scallon, second by John Beinborn made a motion to send the proposed requests for the 2016 budget for Resource to the Executive Committee for their consideration. Motion carried.

Adjournment: Robert Scallon, seconded by Dan Timmerman, made a motion to adjourn the meeting pursuant to the call of the chair. Motion carried.