

Buffalo County Minutes

Committee/Board:

Economic Development Committee

Date of Meeting:

Thursday, February 15, 2018

Chair Mary Anne McMillan Urell called the meeting to order at 2:00 p.m.

Board Members Present: Mr. David Danzinger (via phone), Mr. James Ziegeweid, Mr. Dennis Bork, Mr. Don Black, Ms. Mary Anne McMillan Urell, and Ms. Nettie Rosenow. Mr. Douglas Kane joined the meeting at 2:30 p.m.

Others Present for All or Parts of the Meeting: Ms. Roxann Halverson, Mr. David Schmidt, Ms. Sonya Hansen, and Ms. Kathy Goodman.

Public Comments Regarding Posted Agenda Items: None.

Minutes: Mr. Ziegeweid made a motion to approve the minutes, seconded by Mr. Black. Carried.

Review/Discussion/Action regarding an Update on CDBG-Revolving Loan Fund Committee: Mr. Schmidt met with Mr. Jost regarding the contract agreement with Together Farms. There is a slight change in what Together Farms is looking at purchasing. Originally they wanted a food truck, but have changed to a food trailer. Mr. Schmidt will continue to work on this.

Review/Discussion/Action regarding Update of Broadband (State of Wisconsin Grant Program): The Town of Milton is moving forward with the grant. There were 100 applications from which only 15 will be awarded. A final decision should come forward in about a month and a half.

Review/Discussion/Action regarding the Buffalo County Tourism Brochure: Ms. Goodman reviewed the brochure noting changes that need to be made and errors that she found in the first one. There are several places that reference 2017 and those need to be removed. There are some businesses that are no longer operating that need to be removed. Ms. Halverson indicated that she has 3600 brochures left and that many of the places through the State that she has them displayed at still have a good supply. Ms. Goodman indicated that she has about 200 left, but will be attending many tradeshows coming up and will need more to distribute. The Committee asked about having one of the two other companies that submitted quotes print the brochures if they are cheaper. Ms. Goodman indicated that those companies do not have the same type of printer that La Crosse Graphics does and the quality would be less. A question was asked if we could update the brochure online until more of the current brochures were distributed. Ms. Goodman indicated that the product was not in a pdf format but in a special program the designer used so it would not be able to be changed except by that designer. Ms. Goodman also indicated that people coming to the tradeshows would look at the brochure and see the 2017 date and not take them. It was questioned how the date was in the brochure when the Committee had stated during the design process they did not want dates published so that if the supply was not used they could carry them over to another year. The Committee would like to add canoe trails and possibly a few other things to the map in the brochure. Someone will need to reach out to the businesses in Mondovi as none of them advertised in the current brochure. Mr. Black made a motion to move forward with Ms. Goodman creating a new brochure to have out to the public by May 1st, seconded by Mr. Kane. Carried. Mr. Bork made a

motion to allow Ms. Hansen and Ms. McMillan Urell to review quotes for printing and design costs, seconded by Mr. Black. Carried.

Review/Discussion/Action regarding a UW Eau Claire Update: Ms. Hansen explained that Professor Thomas Kemp would like to bring students to meet with the Committee to get a better understanding of what Buffalo County is looking for and what the students have to offer. Ms. Hansen asked if March 19th at 6:00 p.m. would work as there is a special meeting of the full County Board that evening. It was decided to work with Professor Kemp on possible dates.

Review/Discussion/Action regarding the Economic Development Coordinator Report: Mr. Schmidt met with the Fly Way Trail group. They will be applying for a Mayo Clinic grant. Mayo Clinic gives out grants each year to groups to help promote healthy activities. The grant requires no matching funds.

Review/Discussion/Action regarding the Chairperson's Report: None.

Public Comments: None.

Next Meeting Date and Time: The next meeting will be March 15th at 2:00 p.m.

Adjournment: Ms. McMillan Urell called for adjournment at 3:30 p.m.

Respectfully Submitted,

Roxann M. Halverson
Buffalo County Clerk