

Parks, Tourism and Economic Development Committee Minutes

Monday, August 1, 2016

1. **Call to Order:** The Parks, Tourism and Economic Development Committee (PTEDC) meeting was called to order at 9:04 AM (within the Joint Meeting with the Executive Finance Committee) in the County Board Room of the Trempealeau County Courthouse located at 36245 Main St, Whitehall, WI by Jon Schultz, Chair.
2. **Certification of Open Meeting Law Requirements:** Kirstie Heidenreich certified that the Open Meeting Law Requirements have been met.
3. **Roll Call of Committee Members:** Members present: Jon Schultz, Jeanne Nutter, Jean Galasinski, Chuck Walek, Curt Skoyen, and Sara Ecker. Also present were Department of Land Management staff Kevin Lien, Becky Arneson, Kirstie Heidenreich, Kyle Johnson, and Tess Thompson. Members absent: Michelle Haines and Ron McKernan.
4. **Adoption of Agenda:** Jeanne Nutter made a motion to approve the agenda. Jean Galasinski seconded. Motion carried.
5. **Adoption of Minutes (7-5-16):** Motion to adopt the minutes from July 5, 2016 by Chuck Walek; seconded by Jean Galasinski. Motion carried.
6. **Special Speaker: Steve Peterson - Economic Development Director, Monroe County:** Steve said that he isn't a typical Economic Development guy because he was in radio and media broadcasting for many years and was Economic Development Director for the City of Sparta in the late 1990's/early 2000's, where he then left to go to Discover Wisconsin for a while. He now has his own business called Top Dog Marketing and he is a contracted employee for Monroe County, where he is the Economic Development Coordinator. He said he gets no benefits and is not a county employee, but receives a monthly paycheck that is divided equally over 12 months. He said he enjoys the flexibility that comes with being a contracted employee, but has to cover all of his own business costs. He said his contract is a line item under the Economic Development, Tourism and Commerce Subcommittee Budget and he has to give that Committee a monthly report and also types up a report for the County Administrator, who provides the report to the County Board Supervisors. Steve said he is responsible for recruiting and maintaining business in the County, working with entrepreneurs, and encouraging businesses to relocate or expand in to Monroe County. He said his main concerns are the villages and to work with the Village Boards and make them feel like they have a place in economic development. Steve mentioned that a program called Connect Community is one he works with a lot, which is similar to a Main Street Program, where every village with a population under 1,000 is eligible. The WEDC staff evaluates your village and provides statistics and makes recommendations. Another program he works with is called SET, or "Stronger Economies Together," which is a USDA Rural Development Initiative to build on the economic strengths of a rural area. He also recommended partnering with Google to get involved in a program called "Let's Put our Cities on the Map," where you provide all business information and hours of operation to Google, and they put that in to their website. Steve said that Monroe County has a "Continued Business Education Series," where they have recurring seminars for business owners and community leaders on things like downtown revitalization and succession, the

state of roads/highways, workforce housing summit, and how to recruit and maintain employees. He recommended that if Trempealeau County should hire an Economic Development Coordinator, in the first 100 days they should: Meet with each city/village and find out their assets; work with the Parks, Tourism, and Economic Development Committee on what their wish list is for the County; access the County Loan Fund; work with the WI Ag Tourism Council; and join Southwest ITBEC (International Trade, Business & Economic Development Council) and 7 Rivers Alliance and start building relationships. He said Trempealeau County offers a great quality of life, has some of the most treasured outdoors in the state and it is close to everything – turn it in to a business destination and not just a rural setting for workers to live and to work somewhere else.

7. **Approval of Committee Mission Statement:** Jon Schultz stated that last month was the first time the Committee was able to view the mission statement that he and Pat Malone and put together and this month the Committee needs to approve or edit the statement. Jeanne Nutter suggested adding the word “healthy” to the statement, as it is the Committee’s desire to have this be a healthy place to live as well. Jeanne Nutter made a motion to have the statement read *“Our mission is to promote a healthy, social environment where residents and visitors can live, work, and play. We will accomplish this by fostering the continued growth of our strong, diverse economy.”* Jean Galasinski seconded. Motion carried.
8. **Discussion and Possible Action of Job descriptions and Department Oversight:** Kevin Lien asked Elsa Kulig, HR director, to speak at the Committee meeting and provide insight on the possibilities of creating a position for economics and tourism in the County. Elsa asked Steve some of the parameters surrounding his contacted position. He said he thinks the contract format deterred some applicants, resulting in a low number of applicants despite a nation-wide search, as most people desire benefits and a work space as well. Jon Schultz said that the Committee has staff that will be able to take on parks management and the Committee will have to juggle how to decide to frame some things, because they’re doing a great job. He said because the tourism and economic development side of things is so new, he feels that at this point, the contract is the way to go. Kevin Lien said that if someone were a county employee, there are a lot of great resources in the department, such a GIS and planning staff, that could be utilized in that position, where if it’s contracted, he doesn’t know how those lines are crossed or if they can reach their full capabilities on their own. Steve Peterson said that even though he is contracted, the County doesn’t have any problems with him working with other departments; he just can’t be a department. Kevin said with either decision, they need direction from the Committee, so that they can start creating a position description and running the numbers. Elsa Kulig said that the IRS is really cracking down on not having contractors classified correctly and not acting as an employee, so you couldn’t have them reporting to Kevin for example; they could only report to the Committee. Elsa said that with a county employee, they would be under our rules and guidelines. Kevin Lien commented that he has recently spoke with the Chamber of Commerce director from Black River Falls and they are considering creating a half-time position similar to this. Kevin said he thought perhaps that position could be split with Trempealeau County, but after hearing Steve talk, he understands how many problems could come up with one employee trying to give equal attention to two counties. Jean Galasinski made a motion to pursue a position for a coordinator that would work exclusively for Trempealeau County. Jeanne Nutter seconded. Motion carried. Jon Schultz stated that now that the Committee has decided that an employee must work exclusively for Trempealeau County, they

must decide if it would be a contracted employee or a county employee. Elsa stated that the pool of applicants would already be small, but if you try to hire a contracted employee who would potentially have to sign a non-compete agreement, she is not sure that you would have anyone that would apply. Jean Galasinski made a motion that Elsa and Kevin research a position for Economic Development and Tourism Coordinator as a county employee. Jeanne Nutter seconded. Elsa stated that one item that needs to be worked out is the fact that if the new employee were to be in a position within the Department of Land Management, you have a situation where that department reports to the Environment and Land Use Committee, but this employee would make more sense to report to the Parks, Tourism, and Economic Development Committee. She said it can be worked out, but it does make it more confusing if this position is under the Department of Land Management. Jon asked Kevin what he would see working out. Kevin said years ago they had a Land Conservation Committee, a Zoning Committee, and then once in a while they would meet as a “super committee.” Kevin said he was asked recently if that situation for a super committee would work again for ELU and PTEDC and he said absolutely not, because you would have meetings for days instead of a few hours. Elsa asked that if there is a personnel issue with the new employee, what committee would that employee report to? Kathy Zeglin, who was in attendance as a guest, said she was just there observing, but as Vice Chair of the ELU Committee, she reminded the Committee that the Parks were just meant to be in DLM as an interim solution, but she is hearing things sound more permanent. Elsa said that if the Parks were to go in to Land Management, the PTEDC would still exist just to cover tourism and economics. Kevin asked the Committee if they feel that things are working out well with the current structure. Jeanne Nutter responded that she felt it was. Kevin said that part of the reason things are working well is because they have a fiscal manager, a planner, GIS specialists, surveyors, and if there was just one person in charge of all of that, it would be really difficult. He said DLM has been able to do it well in-house because it has really diversified staff. Elsa said since she is sensing the Committee would like to keep Parks within DLM, she could talk to Corp Counsel and see if the Committee descriptions could be updated stating what their responsibilities are. The ELUC could oversee personnel issues of the staff, and also define the role of the PTEDC to be more involved in the planning and policy making and budget decisions. Elsa said she would have this discussion with Corp Counsel. The previous motion was brought up that Jean made of having Elsa and Kevin research a position for Economic Development and Tourism Coordinator as a county employee was brought up again – the motion unanimously carried.

9. **2017 Budget to be submitted in August:** Kevin Lien stated that because he was given things late, and the Committee hasn't decided yet the positions or the benefits they would offer, he does not have a draft budget yet for this meeting, but will have it for the next meeting. Becky Arneson said that she has provided a handout to the Committee of what they currently have, but it will have to be completely revamped for the purpose of new positions. Jeanne Nutter said the County Board needs to take up hiring a Director like Steve or someone who can do many of the same things like him. Jeanne asked Kevin if he knew how much the budget needs to increase and he said not at this time, but he does want to have two 29-hour a week positions out at the Park for 2017. Kevin said that there has been \$2,000 in the budget that traditionally goes to the Snowmobile Coordinator position but they are yet to be able to put their finger on it in terms of where it is or how it comes

- in. Becky said she has not seen any line items in terms of where it comes in or any paperwork on it.
10. **Update from CapX2020 Sub-Committee:** This agenda item was tabled due to time constraints.
 11. **WI Indian Head Country, Inc. Request for County Support:** This agenda item was tabled due to time constraints.
 12. **Economic Development, Recreation, and Tourism Update:** Jon Schultz mentioned that the bike loops signs are moving along well, and every bike loop is getting numbers on the signs. He has seen a lot of progress in the last month and Travis Mossman is getting some help from the county, but has been doing a lot of it himself. Kirstie Heidenreich reminded the Committee that they are invited to the 2016 WI Regional Small Town Downtown Forum on September 7th and details are in their packets; registration can go through Becky Arneson.
 13. **Opportunity for Public Comments:** No public comments.
 14. **Discussion of Trempealeau County Outdoor Recreation Plan:** This agenda item was tabled due to time constraints.
 15. **Set next meeting date:** The next meeting will be on Monday, August 22nd at 9:00AM in the County Board Room of the Courthouse. It will be a Special Meeting to make budget decisions that are due by the end of August. ****Recording secretary's notes: The original meeting date has been changed. The next meeting is now Tuesday, August 23rd at 10:00AM.****
 16. **Adjourn:** Meeting was adjourned at 12:40PM by Jon Schultz.

Submitted by: Kirstie Heidenreich, recording secretary