

# **Parks, Tourism and Economic Development Committee Minutes**

## **Special Meeting**

**Tuesday, August 23, 2016**

1. **Call to Order:** The Parks, Tourism and Economic Development Committee (PTEDC) meeting was called to order at 11:35 AM 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, Michelle Haines and Sara Ecker. Members absent: Ron McKernan. Also present were Department of Land Management staff Kevin Lien, Becky Arneson, and Kirstie Heidenreich, along with Elsa Kulig, Rian Radtke, Dick Miller, George Brandt, and Debbie Foss.
4. **Adoption of Agenda:** Chuck Walek made a motion to approve the agenda. Jean Galasinski seconded. Motion carried.
5. **Adoption of Minutes (8-1-16):** Motion to adopt the minutes from August 1, 2016 by Chuck Walek; seconded by Jean Galasinski. Motion carried.
6. **Development of a Department Structure for Parks, Tourism, and Economic Development:** Kevin Lien stated that the last time the PTEDC met, the Committee was going in the direction of keeping PTED under the Department of Land Management and wanted Elsa Kulig to help them draft a job description for a new Economic Development Coordinator position, along with two LTE summer park positions. He said there have been some Environment and Land Use Committee Members that do not necessarily support this being under the Dept. of Land Management, and the question arises of where does all of this go, if not under DLM? The original County Board resolution stated that this be within DLM as an interim solution, so it depends on the PTEDC's desires and wishes as to where it should go at this point. Kevin stated if the County takes on additional property for parks, there will be more time and attention needed in the future in this area as well. Jon Schultz asked to hear from Rian Radtke on this subject. Rian stated that any time employees have to report to two Committees invites a lot of problems in terms of priorities, discipline, supervision, etc. He said there would have to be joint meetings of PTED and the ELU Committees, which means having to get 16 people to a meeting which creates challenges in itself. Rian stated that the DLM is already very busy so he asked why you would put more work in a department that is already overloaded, which he qualified was just an observation and not a legal opinion. He said another option is to do something similar to what Clark County has done, which is to create a non-profit Tourism and Economic Development Corporation, which the County gives \$100,000 a year and handles tourism and provides funds to try to get businesses to come to their County. Jon Schultz asked if they should have a severance of what department PTED has been in and put it somewhere else or if they should try to continue with what's worked. Jeanne Nutter said she cannot envision a one-person department where a person is an island and having to handle all parks, tourism, and economic development issues that arise. The Committee discussed their

concern with how more managerial duties would be required of Kevin if this was within DLM and Kevin stated that the new Coordinator could also oversee the other Park LTE positions, therefore taking over some of the management duties themselves. Becky Arneson stated that on the spreadsheet of similar counties that Elsa provided that shows how PTED is handled, 9 out of 11 counties had the Parks separated from the Tourism and Economic Development. She also stated that the 2017 budget will have to greatly increase if a separate department is created. The Committee decided it would help to go through the budget together to see the numbers to help provide some guidance, as the discussions were going around in circles.

7. **Development of Job Descriptions for Parks, Tourism, and Economic Development Positions:** A Sub-Committee was formed to continue to research and discuss department structure and job descriptions for Parks, Tourism, and Economic Development. The Sub-Committee Members will be Jon Schultz, Jean Galasinski, and Chuck Walek. Elsa Kulig and Rian Radtke also asked to continue to be included in the guidance and discussion. The initial meeting will take place on August 31<sup>st</sup>.
8. **Potential Land Donation Tours Recap and Discussion:** Kirstie Heidenreich gave a PowerPoint presentation on the August 23<sup>rd</sup> tours of three sites that were available for donation for a new county park, with two sites being in the Town of Unity, and one in Sumner. In attendance at the tours were various DLM staff, PTEDC Members, Towns of Unity and Sumner Board Members, and the landowner. Kirstie showed pictures of all three sites and stated the advantages and disadvantages of each site. She also shared that the landowner that is providing the land donation wishes to have a campsite on the property and also wishes to have the park be his family's namesake. After the Committee discussed the potential at each site, Jeanne Nutter made a motion to pursue the Sumner property from this point forward. Chuck Walek seconded. Motion carried.
9. **2017 Budget Decisions and Approval:** DLM Fiscal Manager Becky Arneson presented the 2017 PTED Budget to the Committee. Kevin Lien recommended having two 29-hour LTE positions for the 2017 park season, as 29 hours a week isn't enough to get everything done at the park. This would also provide a greater presence at the Park and allow the LTE staff to stagger weekends. Kevin also stated that after working with Elsa to put together a preliminary job description for a new Economic Development Coordinator position as a 40-hour per week County employee, it came in at about \$52,000/year. Elsa stated that this is a generalization because once the job description is approved it can be looked in to in more detail. Jeanne Nutter made a motion to approve the 2017 Parks, Tourism, and Economic Development Budget for an amount of \$183,994, which includes the creation of two new job positions. Chuck Walek seconded. Motion carried.
10. **Set next meeting date:** The next meeting will be on Tuesday, September 20th at 9:00AM in the County Board Room of the Courthouse.
11. **Adjourn:** Meeting was adjourned at 1:56 PM by Jon Schultz.  
**Submitted by: Kirstie Heidenreich, recording secretary**

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Jean Galasinski  
*Parks, Tourism and Economic Development Committee Secretary*