MEMBERS PRESENT: Tara Johnson, Sharon Davidson, Gibran Augustine, Megan DeVore, Mike Giese, Sharon Hampson, Joe Moua, Steve O’Malley, John Wettstein

MEMBERS EXCUSED: Monica Kruse, Patti Balacek, Debra McKenney, Laurie Miller, Doug Weidenbach

OTHERS PRESENT: Brian Fukuda, Greg Flogstad, Chris McArdle Rojo, Robin Moses, Terri Pavlic

CALL TO ORDER
President Johnson called the meeting to order at 7:30 a.m.

PUBLIC COMMENT – there was no public comment.

APPROVAL OF MINUTES OF THE SEPTEMBER 5, 2019 LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC. MEETING
MOTION by Giese/DeVore to approve the minutes of the September 5, 2019 La Crosse County Economic Development Fund, Inc. meeting. Motion carried unanimously; Kruse, Balacek, McKenney, Miller and Weidenbach excused.

EMPLOYEE TESTIMONIAL VIDEOS
The employee testimonial video project that we partially funded using the Economic Development Budget line item of Workforce Projects has produced four videos highlighting why La Crosse County is a great place to work and live. We will be able to leverage these videos for both our own recruitment needs as well as the general promotion of the community. The videos were shown. Next steps in the project includes 1) our internal use of the videos to promote La Crosse County as a great place to work, and 2) our work, along with our synergy partners, to leverage this video project into a community brand to attract workforce. These will be shared with the HR Directors at their monthly meeting.

ARTS/CULTURE PROJECT PROPOSAL
Starting in 2019, we budgeted $20,000 for Arts & Cultural Projects within our Economic Development Budget. Previously, we had budgeted $1,000 in this line item, and had primarily used the funds to support Artspire and the Pump House Regional Arts Center. Included in the packets was a proposal for use of some of the funding in the Arts/Culture Projects line item in the Economic Development Budget to create a County-wide learning opportunity about abstract art through the County Library System. The project would purchase books and art supplies, and engage accomplished artists and arts educators in the community to come to the libraries and teach various abstract art techniques. This project budget is estimated at about $10,000 of the $20,000 2019 budget. MOTION by Hampson/Moua to approve the expenditure of approximately $10,000 of the approved $20,000 Arts & Cultural Projects line item of the Economic Development budget to launch this Abstract Arts at the Library in 2019. Motion carried unanimously; Kruse, Balacek, McKenney, Miller and Weidenbach excused.

UNIVERCITY YEAR UPDATE
Brian Fukuda reminded members that this was a project that we had applied for with UW-Madison. They will work with communities across the State to help with various initiatives. The proposal that we submitted was to have them help with childcare issues that our
regions is facing. We have been selected to participate in the UniverCity Year Project. We had our initial conference call with them and this is actually a 3 year engagement: Year 1 – planning/scoping of the project; Year 2 – class project work and recommendations; Year 3 – Project implementation support. We are also able to bring other issues to the table that we may like them to help us out on.

**MEMBERSHIP/CONTRIBUTIONS INVOICES**
Attached in the packets was in an invoice for $3,000 from the Mississippi River Parkway Commission, which was budgeted. Staff is recommending approval of this invoice. **MOTION** by Giese/Hampson to approve. **Motion carried unanimously**; Kruse, Balacek, McKenney, Miller and Weidenbach excused.

**2020 BUDGET**
Administrator Steve O’Malley discussed the three budgets coming out of the Economic Development Fund and are subject to County Board approval.

**Business Park Non-TIF**: Nothing new to highlight; this is the Business Park expenses and revenues related to expenses outside of the TIF District

**Business Park – TIF**: Nothing new to highlight; this is for expenses directly related to repay the County’s incurred debt for improvements within the park.

**General Fund – County Administrator - Economic Development**: this is paid for out of excess sales tax; Steve noted that there is a new initiative being recommended – contributions to the Downtown Plan of $20,000 for the City Vision 2040 Plan. The Advertising and Promotions line item was decreased from $10,000 to $5,000. The Business and Industry Projects line item was decreased from $10,000 to $5,000. Transit Projects, used for the SMRT Bus, was reduced to 0 from $20,000 since the SMRT Bus is now under its own fund. The Grant Expense line item was increased from $15,000 to $20,000.

There is $50,000 budgeted for Memberships, to include all memberships. The La Crosse Chamber has not accepted our offer to join at a lower level membership. There was discussion about our memberships with other partnership organizations such as LADCO, the Chamber, etc. and what we are getting for our membership and the amount of the dues. Consensus was to maintain this $50,000 line item and that the EDF will continue to review invoices and approve release of funds from it.

**MOTION** by Giese/Augustine to recommend approval of the Administrators 2020 Budget to the Executive Committee of these budgets presented. **Motion carried**; O’Malley abstained; Kruse, Balacek, McKenney, Miller and Weidenbach excused.

**AGENCY UPDATES:**
- The Mississippi River Regional Planning Commission is holding its bi-monthly meeting on October 9th. A speaker will be present to discuss a $55M CBD oil processing, bottling and labeling facility in Kendall, Wisconsin.
- The MRRPC hired Abby Nicewater, a new senior planner to replace Peter Fletcher;
- DMI thanked the committee for their support of the Downtown Master Plan.
- The 7 River Alliance Annual Meeting and State of the Region event will be held on November 13th from 11:00 – 1:30 p.m. in the Bluffs Room at UW-L
- The grand opening of the GreenHouse Co-op is October 19th from 3-7 p.m.
- LADCO is sponsoring a meeting on October 16 at 7:30 a.m. at the Chamber regarding the 2nd Amtrak Train.
NEXT MEETING: November 7, 2019 at 7:30 a.m.

FUTURE AGENDA ITEMS – none noted.

ADJOURN
There being no further business, MOTION by Hampson/DeVore to adjourn the meeting at 9:07 a.m. Motion carried unanimously; Kruse, Balacek, McKenney, Miller and Weidenbach excused.

APPROVED November 7, 2019 - Terri Pavlic, Recorder