



MINUTES Tuesday, March 21, 2023 @ 10:30 am
Green County Courthouse, Upstairs Conference Room

- Call to order by Gary Neuenschwander.
- Roll call - Present were Joan Winn Rufenacht, Gary Neuenschwander, Joe Snow, Harvey Kubly, Will Oemichen, Russ Torkelson, Kathy Pennington, and Noreen Rueckert.
- Approval of minutes – Sept. 13, 2022. Motion by Joan Winn Rufenacht. Second by Joe Snow. Motion carried with no dissenting votes.
- New Business
 - Green County Visitor + Activity Guide – Noreen showed the online pdf version; the guide is at the printer and should be available in a week or so.
 - Marketing Overview – Noreen provided details on marketing planned for 2023 – including print, radio, billboard, digital and online, social media, and cooperative marketing with WI Department of Tourism (fam tour, social, and influencers).
 - WI Tourism Conference – Noreen attended the recent WI Tourism Conference in Green Bay.
 - Kathy Pennington asked that the committee consider joining the WI Ag Tourism Assn, with dues at \$125. Harvey Kubly motioned to join. Second by Joan Winn Rufenacht. Motion carried with no dissenting votes.
- Community Updates Roundtable
 - Sugar River Bakery has opened a retail site in Monticello. King’s Bar and Grill is a great addition to downtown Monticello.
 - The New Glarus Hotel has been sold to same person that led development of the Seven Acre Dairy Company in Paoli. Bailey’s Run Vineyard has added a distillery, and space for venue rental.
 - Brooklyn Barn and Main Street Music are two newer attractions in Brooklyn.
 - Kelch Aviation in Brodhead is working on their “phase 3” development of a welcome center which will join together the two existing hangars. The new addition will be in the style of a 1920’s vintage hanger, with sliding doors at the front and a 2nd story mezzanine.
 - The committee discussed the potential impacts of having ATV access on county roads.
 - The committee discussed some options for an offsite meeting location for the next meeting.
- Adjourn – motion by Russ Torkelson. Second by Harvey Kubly. Motion carried with no dissenting votes.
- The next meeting will be held on Tuesday, May 9 at 10:30 AM.