

Nehmer also noted that Jefferson County is fortunate to have a number of close, bike-able communities and it is time to be serious about the branding mission.

Borich – noted that hurdle now is to determine how to brand and how to brand right with a sustainable mission. Jefferson County is missing a dedicated funding stream to help support the branding mission.

Wehmeier – stated the state budget proposed room tax revenues be moved back towards tourism to support the tourism industry.

Spiegelberg – room taxes are paid for by out-of-town visitors and are taxes then designated for tourism.

Spiegelberg recommended investigating Door County's tourism tax model.

Borich – noted the lack of a designated Tourism Marketing agency and questioned how to raise the support and build a process for branding the County. At the *State of the County*, Fall 2015, there will be an announcement of the launch of a formal committee to move the brand forward. The need is for the message to reach further than County Residents and building partnerships is key.

Nehmer – questioned 'what' we market under the premise outdoor recreation asking if it is the river, bicycling, snowmobiling, something else?

Wehmeier – noted that outdoor recreation extends beyond and into quality of life, employer/employee attraction, healthy living, and so much more.

Borich – stated that great places to visit are great places to live. From an Economic Development perspective, the County needs to build on small town quality of life, education, and health care while drawing a distinction of something special, making Jefferson County unique. The marketing strategy has to make a fundamental shift and consider what visitors want versus what we (residents) want.

Christensen – brand as a 'sanctuary' encompassing outdoor recreation.

Fuller – questioned if the plan includes an opportunity to build into the process a resource to keep the public spaces clean.

10. Discussion on Increased Law Enforcement in the Park System – Jeff Parker, Chief Deputy

Nehmer – noted that Deputy Parker is out ill and unable to speak, specifically on undesirable and illegal activity at Kanow. Nehmer noted that the Sheriff's department has stepped-up enforcement.

11. Discussion and Possible Action on Holzhuetter Park Implementation Plan

Nehmer – the draft plan is included in the packet. Jefferson County has come to a substantial agreement with DNR. There is a public meeting scheduled in Waterloo on August 17, 2015. Jefferson County will take the lead on the 'park area' and will be point of contact for entire property.

Wehmeier – indicated this agreement is building a model for the future of GHA and DNR.

Nehmer – bring finalized agreement for Committee and Board approval soon as possible.

Kelly – questioned if the in-holder resident was copied in the Press Release email.

Payne – questioned hunting regulations in each part of the park (Parks & Wildlife areas) stressing reasons of safety.

12. Discussion and Possible Action on 2016 Parks Budget

Nehmer – indicated that it is Wehmeier's job to decide on what's possible for Capital and Operating Expenses.

He noted that preliminary budget numbers are in and the proposed Parks Budget is under what has been requested by Wehmeier.

Wehmeier – noted that the County does not have the capacity in levy dollars to fund all of the requested capital.

Initial analysis shows \$1m in 2016 for capital to be utilized by every department.

13. Review of Financial Statements (June 2015) and Department Update – Parks Department

Nehmer – noted the year to date figures have been presented and most capital projects are completed. The Rock River Boat Launch is still waiting implementation.

14. Discussion on Sale of Building at Carnes Park East

Wiesmann – noted that the department sold a building in deteriorated condition on the Wisconsin surplus site.

The building will be gone by end of September, 2015.

15. Discussion on Carnes Park East, Parking Lot Construction Documents

Nehmer – noted this is for the entry into Carnes East

Wiesmann – stated that county funds were used to leverage Stewardship funds for the parking lot. The lot is by the Mason Log Home and Community Gardens. The lot can accommodate larger groups.

Kelly – noted a surprise with the proposed layout and questioned why the lot was not aligned with road and will not have direct connections to log home.

Wiesmann – stated the lot is in-line with WRP land agreements, and follows the suggestions in the design charrette.

Monday, November 2, 2015

Monday, December 7, 2015

A Quorum of any Jefferson County Committee, Board, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting.

Individuals requiring special accommodations for attendance at this meeting should contact the County Administrator 24 hours prior to the meeting at 920-674-7101 so appropriate arrangements can be made.