

MINUTES

Tuesday, May 10, 2022 @ 10:30 am

Green County Courthouse – upstairs conference room

- Call to order by Noreen Rueckert.
- Present: Harvey Kubly, Gary Neuenschwander, Joan Winn Rufenacht, Will Oemichen, Joe Snow, Russ Torkelson, Noreen Rueckert. Absent: Paul Fredrickson.
- Joan Rufenacht nominated Gary Neuenschwander as chair. Harvey Kubly nominated Russ Torkelson as chair. Russ Torkelson asked that his name be withdrawn. Joe Snow seconded Gary Neuenschwander as chair. Russ Torkelson motioned to cast a unanimous ballot for Gary Neuenschwander as chair. Second by Joe Snow. Motion carried.
- Gary Neuenschwander nominated Joan Rufenacht as vice chair. Second by Russ Torkelson. Joe Snow motioned to cast a unanimous ballot. Second by Will Oemichen. Motion carried.
- Approval of MINUTES from March 8, 2022 - Motion by Joan Winn Rufenacht, second by Will Oemichen. Motion passed with no dissenting votes.
- Approval of BILLS – Motion by Joan Rufenacht, second by Joe Snow. Motion passed with no dissenting votes.
- Noreen Rueckert provided an overview of the Green County Visitor + Activity Guide, including status on billing of advertisers.
- Noreen Rueckert reported that the new website is finalized.
- Noreen Rueckert shared an overview of some the marketing being done for 2022.
- COMMUNITY UPDATES ROUNDTABLE:
 - Monticello – The former “Kooler” is now Kings and it’s open, Johnny O’s Pizza is sharing space with Java Lava, cheese factory expansion continues, a developer has purchased several subdivision areas with the potential for many new homes to be added, Parrfection Produce has added more items to their merchandise mix – including ice cream, cheese, and bakery.
 - Monroe – Planning for Cheese Days is taking place, Main Street Monroe has a full calendar this summer, and the new splash pad at Twining Park will open this summer.
 - New Glarus – Glarner Stube has new owner with former employee John Gobeli (side note: new board member Will Oemichen bartends there on the weekends), Rusty Raven has moved to former location of Hawk’s Mill Winehaus, Pioneer Valley Outdoor store (outfitter featuring electric bike rentals and repair) is opening in what was the location of Rusty Raven, New Glarus Brewing Company is still currently open weekdays only, Dirty Dog Tap Haus is now open (with pooch-friendly patio area) in former Glarnerladen Antiques (south of New Glarus Hotel).
 - Brodhead – Kelch Aviation Museum is undergoing a \$1.9 million addition to join the two hangars – the view of this addition (designed as circa 1920’s vintage hangar) will be impressive from land or air.
- Harvey Kubly motioned to adjourn. Second by Joan Rufenacht. Motion carried with no dissenting votes.

>>The next official meetings scheduled are September 13, 2022 and December 13, 2022. However, the committee will also meet offsite at Brodhead’s Kelch Aviation Museum in either June or August.

2022 GREEN COUNTY TOURISM COMMITTEE

Paul Fredrickson*	Will Oemichen	Russ Torkelson
Harvey Kubly	Joan Rufenacht	* citizen member appointed through 3 rd Tuesday, April 2024
Gary Neuenschwander*	Joe Snow	