

BARRON COUNTY RESOLUTION NO. 2026 - 20

**Resolution Authorizing Expenditure of \$20,000.00 for a Uniquely Wisconsin
Discover Mediaworks Inc., Production**

TO THE BARRON COUNTY BOARD OF SUPERVISORS:

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2 **WHEREAS**, the Strategic Planning Work Group met, on Friday February 20th,
3 2026, and discussed Discover Mediaworks and their Uniquely Wisconsin episodes; and
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5 **WHEREAS**, Supervisor Patti Anderson made the following motion, “Move
6 forward with Uniquely Wisconsin, \$60,000.00 costing, with Dave Armstrong to take the
7 lead and County to contribute but, not fully.” Seconded by Supervisor Wenzel and duly
8 carried; and
9

10 **WHEREAS**, on Friday May 14th Mark C. Rose, Chief Executive Officer, Discover
11 Mediaworks, Inc., informed CA French that Rice Lake Tourism had approved moving
12 forward with a Uniquely Wisconsin episode in conjunction with the above referenced
13 County contribution; and
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15 **WHEREAS**, the 2021 to 2025 Barron County Strategic Plan included other action
16 items of; “Barron County as a great place to live and work”, and, “Tourism”; and
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18 **WHEREAS**, the 2026 to 2031 Barron County Strategic Plan includes the
19 Directional Statement “Tourism”; and
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21 **WHEREAS**, an episode of Uniquely Wisconsin as produced by Discover
22 Mediaworks, Inc., would meet the criteria of the Barron County Five Year Strategic Plan;
23 and
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25 **WHEREAS**, on June 5th, Mr. Josh Ostermann, Discover Mediaworks Inc. provided
26 CA French with the following statistical information which is attached to this resolution;
27 and
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29 **WHEREAS**, the drafting of this resolution was approved by the Executive
30 Committee on Wednesday, July 1, 2026, 8-0 with Supervisors P. Anderson, Bartlett, Cook,
31 Fowler, Kusilek, Olson, Turcott and Wenzel voting in favor and no Supervisors opposed.
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33 **NOW, THEREFORE, BE IT RESOLVED**, that with passage of this Resolution
34 the Barron County Board of Supervisors does approve an expenditure in the amount not to
35 exceed of \$20,000.00; and
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37 **BE IT FURTHER RESOLVED**, this expenditure is a one-time non-precedent
38 setting expenditure to be disbursed in 2026 or 2027 after the associated media production
39 is complete and ready for distribution; and
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BE IT FURTHER RESOLVED, that Barron County funds will only be disbursed after all other funds have been raised and committed by the other entities contributing to this project; and

BE IT FURTHER RESOLVED, that the Barron County Finance Director/County Auditor is authorized to amend the 2026 or 2027 Budget as necessary to enact this Resolution; and

BE IT FURTHER RESOLVED, that this expenditure be disbursed from the Unassigned Fund Balance of the General Fund; and

BE IT FURTHER RESOLVED, that publication of this resolution may occur through posting in accordance with Section 985.02 of the Wisconsin Statutes.

OFFERED THIS 20th day of July, 2025.

Number of readings required: One (X) Two () Vote required for passage: Majority () 2/3 Entire Board (20) (X) Source of funding: Budgeted () General Fund (X) Grant () Contingency () Other (X) Details: Unassigned Fund Balance Fiscal impact: - Current year total amount: \$ 20,000.00 - Future years total amount: \$ 20,000.00 - Effect on tax levy – current year - \$ -0- - Effect on tax levy – future years - \$ -0- Fiscal impact reviewed by County Finance Department _____ Michelle Drury, Finance Director Approved as to form by: _____ Jeffrey French, Administrator _____ John Muench, Corporation Counsel	_____ Louie Okey, Executive Committee Chair Strategic Planning Work Group Chair (The Committee Chair signature verifies the action taken by the Committee.) Board Action: Adopted (X) Failed () Tabled () Motion: (Heller/Cook) to approve. Carried with 28 Yes and 1 Absent (Olson).
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