

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
June 1, 2020**

Members Present: Andy Merry, Thomas Bauknecht, Ron Nye, Lynn D'Amato, Angel Zimmerman

Excused Absent:

Others Present: Angie Close, Keri Beck

Meeting was called to order by President Andy Merry at 4:04 pm. Roll call attendance.

Public Comment: None

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Bauknecht, second by D'Amato, to approve the minutes from May 4, 2020. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. **Budget vs. Actual Report:** Close updated the LCEDC Executive Committee on the current LCEDC 2020 budget vs expense report. Close presented proposals to purchase 2 Windows PC, 1 Windows laptop, and 2 monitors from Langlade County's IT Department and 1 printer not to exceed \$5,000. This was suggested by Kerber Rose Review due to still running Windows 7 and also to be prepared incase another Safer-At-Home Order comes. The 2020 LCEDC Approved Budget only had \$2,000 in the Office Equipment Expense Account.

Motion by Nye, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to approve a line item transfer of \$3,000 from Miscellaneous Expenses Account to Office Equipment Expense for purchase of 2 Windows PCs, 1 Windows laptop, 2 monitors, and 1 printer. All Ayes. Motion Carried.

- B. **Review Paycheck Protection Program Loan Forgiveness Items:** Close informed the LCEDC Executive Committee that LCEDC received the \$26,657.00 Paycheck Protection Program (PPP) check on May 7. The funds can only be spent on rent, utilities, and payroll. Currently, LCEDC does not have enough qualifying expenses. Close is recommending staff be reimbursed for home internet and cellphone use as all calls were transferred to the cell phones. These expenses would be eligible PPP expenses. Close will follow up at June's LCEDC Board meeting.
- C. **LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF and CDF loan recipients and loan fund balances.
- D. **LCEDC Emergency Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee that LCEDC has received 1 additional Small Business-Emergency Response Loan (SB-ERL) application. The application was withdrawn as the business has received other funding. LCEDC will review SB-ERL after the LCEDC Annual Meeting as other business funding has been coming through.
- E. **Discuss Annual Meeting Agenda:** Close updated the LCEDC Executive Committee that the 2020 LCEDC Annual Meeting will be at 4:30 pm on June 15 in room WT-108A at NTC. Kerber Rose will start the meeting with the LCEDC Financial Report. The LCEDC Financial Report will be in the agenda packet along with the 2019 LCEDC Annual Report. LCEDC elections will be held.
- F. **LCEDC Entrepreneur Program Update:** Close updated the LCEDC Executive Committee that two ETP business plans will be reviewed at the June LCEDC Board meeting. The business plans will be in the LCEDC Board agenda packet. Three Spring 2020 ETP students will be taking the class in the fall due to COVID-19. Merry requested a follow up report on how many businesses are operating after COVID-19 pandemic. Close will be doing a 5-year report for the September 2020 Board Meeting.
- G. **Langlade County Tourism Update:** LCEDC staff updated the LCEDC Executive Committee on the following tourism items:
- The newly created Langlade County Tourism Council met on May 11 and has developed a draft 2020 destination marketing tourism budget. The tourism council wanted to continue advertising in the Silent Sports Magazine. Currently, there is an online Silent Sports Magazine ad. The first print ad will be in the July 2020 Silent Sports Magazine. Facebook Pixels and coding for Google Analytics was added to the tourism website for better tracking Facebook and website users; in addition, LCEDC staff is working with Discover Media Works on the digital campaign.
 - The City of Antigo Hotel/Motel Commission update was given. The Hotel/Motel Commission did approve the Room Tax Dollar Agreement with Antigo/Langlade County Chamber of Commerce. The 2020 tourism budgets are due to the City of Antigo by June 17 for the June 25 City of Antigo Hotel/Motel Commission meeting. The Hotel/Motel Commission would like the Antigo/Langlade County Chamber of Commerce and LCEDC to work together to eliminate duplicate efforts. LCEDC is planning on reaching out to the Antigo/Langlade County Chamber of Commerce to partner on the 2021 Langlade County Discovery Guide. The designation of the Langlade County Historical Society Museum as the official Welcome Center was tabled. LCEDC staff will be meeting with the Langlade County Historical Society and the Langlade County Historical Society Board.
 - Beck is staying up-to-date on traveling and tourism statistics by attending multiple webinars.
 - Nye updated the LCEDC Executive Committee on the county's special committees are being combined together. The Langlade County Forestry Committee is now combined with Water & Land Use Planning. Joe Novak will be the chair of the committee. Highway & airport committees were also combined together. LCEDC does not know who they will be reporting to being that the Langlade County Executive Committee was dissolved.

H. Update on Economic Development Corporation Activities: Close updated the LCEDC Executive Committee on the following:

- WEDC is offering the We're All In Grant. It is a \$2,500 grant for 30,000 Wisconsin Small Businesses. One of the requirements are for the business to provide a letter to WEDC that they are a Langlade County business. LCEDC is one of the approved letter providing entities besides chambers or other community organizations. LCEDC staff continue to update the Langlade County COVID-19 webpages.
- LCEDC is working with the HeART Coalition on a broadband survey. Close is working with UW-Extension in Madison for the 7,500 Langlade County resident survey on technology accessibility. Close is currently looking for a bulk mailing permit. Merry suggested talking with Tim Prunty at the Unified School District of Antigo.
- The Wisconsin Counties Forest Association requested space for their Executive Director in Langlade County. Langlade County Government offices do not have space that would fit their needs. The LCEDC Incubator Office may work. The WCFA will be viewing the incubator office on June 22 and will decide afterwards.
- The City of Antigo Downtown CDBG project will be starting next week. LCEDC staff will be in attendance for the weekly Wednesday construction meetings as the labor standard officer.

Old Business: No old business was discussed.

New Business & Meeting Date: The next executive meeting will be at 4:00 pm on Monday, July 6, 2020 if meeting is needed.

Adjourn: Motion by Bauknecht, second by D'Amato to adjourn at 4:57 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary



08/03/2020