

MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION

EXECUTIVE COMMITTEE

August 3, 2020

Members Present: Dillon Gretzinger, Thomas Bauknecht, Ron Nye, Sarah Koszarek

Members Present by Conferenced: Lynn D'Amato

Excused Absent: Angel Zimmerman

Others Present: Angie Close, Keri Beck

Meeting was called to order by President Dillon Gretzinger at 4:00 pm. Roll call attendance.

Public Comment: None

Welcome New Executive Committee Members: Dillon Gretzinger and Sarah Koszarek was welcomed as new LCEDC Executive Committee members.

Review Executive Meetings Date and Times: The LCEDC Executive Committee was in agreement that the LCEDC Executive Committee meetings will stay on the first Monday of the month starting at 4:00 pm.

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Bauknecht, second by Nye, to approve the minutes from June 1, 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 and balance sheet.
- B. **LCEDC 2021 Budget Process:** Close informed the LCEDC Executive Committee that she will be presenting the LCEDC 2021 funding request to the Langlade County Finance Committee in August. Close will give an update at the August LCEDC Board meeting on the funding request. At the September LCEDC Executive Committee meeting a first draft of the LCEDC priority based budget will be presented. At the October LCEDC Executive Committee meeting, employee reviews will be conducted. Close will be meeting with Angel Zimmermann to discuss the LCEDC Funding Committee.
- C. **Review Paycheck Protection Program Loan Forgiveness Items:** Close informed the LCEDC Executive Committee that LCEDC should have the full \$26,657.00 Paycheck Protection Program (PPP) forgiven as all PPP funds were used for rent, utilities, and payroll. Close updated the LCEDC Executive Committee that 265 Langlade County businesses received PPP loans worth \$25,840,631.00 which retained 2,896 jobs.
- D. **LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, ER-RLF, and CDF loan recipients and loan fund balances. One additional RLF recipient has requested a loan deferral through September 30, 2020.
- E. **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 SB-ERL Loan Review team will be reviewing the application with possible closing in a week. Payments would start in January 2021 for 3 years. Discussion was held on the need of businesses for emergency loans. The LCEDC Executive Committee would like to leave the program as is to make the loan program available to businesses on an as needed bases. The LCEDC Executive Committee will look at the loans monthly.
- F. **LCEDC President Action "Emergencies" Policy Review:** Close reviewed with the LCEDC Executive Committee the "Emergency Policy" that was approved at the April 2020 LCEDC Board meeting.

Motion by Dillon, second by Bauknecht to recommend to the LCEDC Board to extend the "Emergency Policy" exception for 60 days. This would approve the LCEDC Board President authority to grant actions or impose policies expiring 60 days from the date of an official state of emergency contingent that any decisions made during an emergency would be subsequently reported during an open meeting and ratified after-the-fact so documentation of these actions are recorded in the meeting minutes. All Ayes. Motion Carried.

- G. **WEDC We're All In Grant Update:** Close updated the LCEDC Executive Committee that WEDC received 111 We're All In Grants from Langlade County businesses. Sixty business letters were written by LCEDC. Currently, there is no report on how many Langlade County businesses received the grant. There is money still available in the We're All In Grant that WEDC is looking at putting in other programs to assist businesses in recovery efforts. The Economic Injury Disaster Loan (EIDL) is still available, but information on Langlade County businesses utilizing the EIDL program is not available.
- H. **Langlade County Broadband Survey:** Close informed the LCEDC Executive Committee that LCEDC has partnered with HeART, Aspirus, and UW Nursing on a Broadband Survey to rural Langlade County residence. There were 4,400 surveys mailed out. Thus far, we have received 1,543 surveys back. Once the survey data is entered, UW-Madison will analyze the data. More information forthcoming. Broadband provider applications are available September 1 and due December 1. Broadband expansion in rural communities is a COVID-19 initiative. Brittany Beyer, Grow North Executive Director, is one of the members on the Governor Evers' Broadband Task Force.
- I. **Review Fall 2020 Entrepreneur & Business Education Plan:** Close updated the LCEDC Executive Committee that all ETP classes and business education workshops through SBDC will be offered virtually. LCEDC will offer the Fall 2020 ETP in house and virtually. There will be only one class offered through the SBDC area, but they will

have three instructors on the virtual ETP Class. Two Spring 2020 ETP students will be taking the class in the fall due to COVID-19 transition to virtual. There is three additional people interested in taking the Fall 2020 ETP program. LCEDC will still offer Suick Family Foundation reimbursement for Langlade County residents that complete their business plan in the EPT class and will offer the Suick Family Foundation Start-Up Grant. On August 5, SBDC will be offering a 3-part virtual class called "Thinking of Starting a Business" to assist people that want to start a business but don't know where to begin. There are three Langlade County people already signed up for this free course. SBDC is also offering a 3-part series called "VERSO is idling: how will my small business thrive?" which will talk about Retool Your Marketing Strategy, Complete a Cash Flow Analysis, and It's Okay to Pivot and Diversify starting August 12. Close updated the LCEDC Executive Committee that two ETP graduates have opened their business.

- J. Review Strategic Plan and Goals:** Close reviewed the LCEDC Strategic Plan and Goals of highlighting tourism, community economic development projects like broadband, retaining jobs, and recovery efforts of businesses and e-commerce with the LCEDC Executive Committee. Close has been reviewing the LCEDC budget and operating plan. Close will be participating in Mergers & Alliances webinar for additional ideas.
- K. Incubator Office Update:** Close informed the LCEDC Executive Committee that the Wisconsin Counties Forestry Association chose Merrill in Lincoln County for their office space. Another business has been in contact with LCEDC on possibly renting the incubator office.
- L. Security Health Insurance Rebate:** Close informed the LCEDC Executive Committee that Security Health Insurance has informed LCEDC that they will be refunding LCEDC 10% for April's health insurance premium and 5% of May's health insurance premium in the form of a rebate. Delta Dental reduced June 2020 dental insurance premium to 50% for April's reimbursement. LCEDC Executive Committee agreed with Close to discuss with KerberRose on how to proceed with insurance reimbursements that employees pay a portion of the premiums.
- M. Langlade County Tourism Update:** LCEDC staff updated the LCEDC Executive Committee on the following tourism items:
- Beck has been updating Jack Lake Campground website with COVID-19 information.
 - Beck is staying up-to-date on traveling and tourism statistics by attending multiple webinars.
 - LCEDC has launched the digital marketing campaign through Discover Mediaworks and the search engine marketing campaign through the Travel Wisconsin Co-Op Program.
 - Beck attended the Scout Camp County Park tour with the Langlade County Forestry Committee.
 - The Wolf River was featured in an interview on WTMJ Milwaukee with Tourism Secretary Designee Sara Meaney. Travel Wisconsin will be filming rafting on the Wolf River in August.
 - LCEDC submitted rafting, kayaking, and tubing down the Wolf River and hiking the Ice Age Trail for consideration of "Unique Ways to See Fall Colors" to Travel Wisconsin/Turner for consideration.
 - LCEDC submitted information on Langlade County beaches to the Wausau Daily Journal.
 - LCEDC met with Erik Rantala, Langlade County Forestry & Recreation Department Administrator, to discuss 2020 and 2021 tourism destination marketing plan.
 - LCEDC had print ads in the July and August issue of Silent Sports Magazine.
 - LCEDC will be collaborating with the Antigo/Langlade County Chamber of Commerce to develop one Langlade County Tourism Guide in 2021 as the Antigo Hotel/Motel Commission requested both entities to not duplicate efforts. Ad sales deadline is September 30.
 - LCEDC staff has been working with Tom Gallenberg on the interior design of the Welcome Center in the Langlade County Historical Society Museum.
- N. Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following:
- LCEDC will be sponsoring the Boys & Girls Club of Langlade County Harvest For Our Youth event.
 - LCEDC is working on upgrading the LCEDC computer.
 - LCEDC is developing a Telecommunication Policy if employee need to work from home.
 - Discussion was held on continuing offering virtual and in person LCEDC meetings. The LCEDC Executive Committee agreed that both should still be offered.
 - LCEDC has been attending the weekly Wednesday construction meetings, verifying weekly construction payrolls, and conducting employee interviews for the City of Antigo Downtown CDBG project as the labor standard officer.

Old Business: No old business was discussed.

New Business & Meeting Date: Due to Labor Day, the next executive meeting will be at 4:00 pm on Monday, September 14, 2020.

Adjourn: Motion by Bauknecht, second by Koszarek to adjourn at 5:27 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

