

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
September 14, 2020**

Members Present: Dillon Gretzinger, Ron Nye, Angel Zimmerman

Members Present by Conferenced: Lynn D'Amato, Sarah Koszarek

Excused Absent: Thomas Bauknecht

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

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Zimmerman, second by Nye, to approve the minutes from August 3, 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.
- B. LCEDC Funding Committee:** Close update the LCEDC Executive Committee on the progress of the LCEDC Funding Committee. Close met with Zimmermann to discuss what the roles are of a LCEDC Funding Committee. The LCEDC Funding Committee will create an investor value proposition letter based on LCEDC's four pillars and measurements. The LCEDC Funding Campaign is not a membership drive but an investment into LCEDC strategies. The funding committee will be made up of a member of the LCEDC Executive Committee and one outside person. Zimmerman agreed to serve as the member of the LCEDC Executive Committee. The funding campaign would start in the first quarter of 2021. Close informed the LCEDC Executive Committee that she will be presenting the LCEDC 2021 funding request for a second time to the Langlade County Finance Committee in September. Close will give an update at the October LCEDC Executive Committee meeting on the funding request.
- C. LCEDC 2021 Budget Review:** Close reviewed the LCEDC Executive Committee the projected 2021 fund balance and the 2021 draft LCEDC Budget. Discussion was held on possibly moving the LCEDC staff hours from 35 hours per week to 40 hours per week in 2021 due to additional hours on staffing the Welcome Center and other programs. The LCEDC Executive Committee asked for additional information and to review the LCEDC Employee handbook at the October LCEDC Executive meeting.
- D. LCEDC Staff Evaluations:** Close informed the LCEDC Executive Committee that LCEDC staff evaluations will be conducted in October. Evaluation forms were handed out to the LCEDC Executive Committee to evaluate the Executive Director. Evaluations forms can be turned into Gretzinger or Beck due October 12th prior to the LCEDC Board meeting so President Gretzinger can report to the full board. The LCEDC Executive Director will be evaluating the Assistant Director and will report to the LCEDC Board.
- E. Review Strategic Plan and Goals:** Close will review the LCEDC goals and measurements at the October LCEDC Executive Committee meeting.
- F. 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 ER-RLF loan was paid in full and another ER-RLF loan was approved.
- G. Langlade County Broadband Survey Update:** Close informed the LCEDC Executive Committee that the first draft of the Langlade County Broadband Survey results is avail. Close will be present full report after approval. Final report will be sent to broadband provider to assist with broadband expansion applications to help offset installation costs.
- H. Review Fall 2020 Entrepreneur & Business Education Plan:** Close updated the LCEDC Executive Committee that there is four students signed up to take the Fall 2020 Entrepreneurial Training Program. The Fall ETP class will be offered in person and virtually. There will be only one class offered through the SBDC area, but they will have three instructors on the virtual ETP Class. LCEDC will have a separate night to present business plans for the LCEDC Executive Committee to select the Entrepreneurial Start-Up Grant recipients. The grant is made possible through the Suick Family Foundation.
- I. Security Health Insurance Rebate:** Close informed the LCEDC Executive Committee that Security Health Insurance rebate check has been received. Close is working with KerberRose on how to proceed with insurance reimbursements that employees pay a portion of the premiums.
- J. Langlade County Tourism Update:** LCEDC staff updated the LCEDC Executive Committee on the following tourism items:
 - LCEDC inquires have gone up by 100 in August 2020 from August of 2019. This increase can be attributed to the digital marketing campaigns, SEM, and people looking for outdoor recreation due to COVID.
 - The digital marketing campaign through Discover Mediaworks is running. The still photo video was replaced with snackable 6 and 15 second video from the Northwoods episode filming. The LCEDC Executive Committee was able to view the full Northwoods video. The 7-minute video will be released on social media on September 17.
 - The search engine marketing (SEM) campaign through the Travel Wisconsin Co-Op Program is running through the end of the year.
 - LCEDC had print ads in the September issue of Silent Sports Magazine promoting fall hiking.

- LCEDC has been doing ad sales for the 2021 Langlade County Visitor Guide. Ad sales deadline is September 30.
- LCEDC staff is working on the interior and exterior design of the Welcome Center. The Welcome Center kiosk that Tom Gallenberg created is on display in the LCEDC office.
- Ten Nicolet-Wolf River Scenic Byway businesses are taking part in the free video promotion for the Nicolet-Wolf River Scenic Byway. Video will be filmed in September and can be viewed on Nicolet-Wolf River Scenic Byway website.
- Beck presented to new teachers in the Unified School District of Antigo and the White Lake School District.

K. Update on Economic Development Corporation Activities: No additional LCEDC activities were discussed.

Old Business: Nye reported the former Pleasant View Elementary School is up on public auction.

New Business & Meeting Date: The next executive meeting will be at 4:00 pm on Monday, October 5, 2020.

Adjourn: Motion by Nye, second by Zimmerman to adjourn at 5:14 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

A handwritten signature in cursive script that reads "Thomas Bankrecht". The signature is written in black ink and is positioned in the lower-left quadrant of the page.