

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, August 17, 2020

Members Present: Dillon Gretzinger, Andy Merry, Ron Nye, Bill Brandt, Sarah Koszarek, Angel Zimmerman, Dave Krochalk

Members Present by Conferenced: Fred Westphal

Members Excused: Michael Hunter, Thomas Bauknecht, Lynn D'Amato

Others Present: Angie Close, Keri Beck

Meeting was called to order virtually at 4:30 p.m. by President Dillon Gretzinger.

Public Comment: No public comment.

Minutes of Previous Economic Development Board Meeting: Motion by Merry, second by Krochalk to approve the minutes from June 15, 2020. All Ayes. Motion Carried.

Consent Agenda: Motion by Brandt, second by Merry to approve the Consent Agenda. All Ayes. Motion Carried.

Executive Committee Report: Minutes included in board packet. Information only.

Economic Development Corporation:

- a. **Ratify Extension of Granting LCEDC President Ability to take Action in Emergencies Policy until September 30, 2020:** Close reviewed with the LCEDC Board the "Emergency Policy" that was approved at the April 2020 LCEDC Board meeting.

Motion by Brandt, second by Merry to approve extending the LCEDC Board President's ability to take action in an "Emergency Policy" until October 20, 2020. All Ayes. Motion Carried.
- b. **Approve LCEDC Budget vs Actual Report/Financials:** Close reviewed the LCEDC 2020 budget vs actual report.

Motion by Brandt, second by Sarah to approve the 2020 LCEDC budget vs actual reports as presented. All Ayes. Motion Carried.
- c. **Review Loan Fund Recipients:** Close updated the LCEDC Board 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 and one additional Small Business-Emergency Response Loan (SB-ERL) was granted to a Langlade County business.
- d. **Executive Director Update:** Close updated the LCEDC Board on the following items:
 - **Paycheck Protection Program:** There were 265 Paycheck Protection Program loans were given to Langlade County businesses totaling \$25,840,631 which helped retain 2,896 jobs. A full report is available upon request.
 - **We're All In Grant:** WEDC received 111 grant application from Langlade County businesses for the \$2,500 We're All In Grant. LCEDC wrote 59 of the letters submitted. Most businesses that applied for the WEDC grant did receive the money unless the business was ineligible.
 - **LCEDC 2020 Loans:** So far in 2020, LCEDC has loaned out \$55,500, which created 1.5 full-time equivalent jobs and retained 18 full-time equivalent jobs.
 - **ETP Course:** The Fall ETP Class will be starting September 24 with an Orientation Day on Thursday, September 17. The Fall ETP Class will be offered virtually as a region instead of by County. There will be 3 instructors with more speakers. LCEDC will be offering classroom space for individuals that need internet. There will still be business plan presentation with Business Start-Up Grants awarded. In the last 5 years, LCEDC has graduated 62 people which created 24 businesses and 3 expansions. The Suick Family Foundation has allowed LCEDC to grant \$37,900 in Business Start Up Grants. The Business Education Series workshops are being offered virtually. SBDC has enhanced their offerings by adding more e-commerce workshops.
 - **Broadband:** Out of 4,400 Broadband Surveys sent out to rural Langlade County residents, 1,675 surveys have been returned. A full report will be available in September. The information from the report will be used by providers ask for money to broaden broadband services. The survey was made possible through the HeART Project, Aspirus Langlade Hospital, and LCEDC.
 - **Unemployment Rate:** Langlade County's unemployment rate in June 2020 was at 8.1% which is at the lowest since the pandemic started in March. Langlade County is in the recovery mode from COVID-19 pandemic as businesses are hiring.
 - **Sales Tax:** Langlade County's sales taxes through the pandemic has been higher than 2019 sales taxes collected.
- e. **Tourism Update:** Beck updated the LCEDC Board on the following items:
 - **2021 Discovery Guide:** LCEDC staff has discussed with the Antigo/Langlade County Chamber of Commerce on partnering on a 2021 Langlade County Guide. LCEDC will be more involved in ad sales and the creation of the guide. The 2021 Langlade County Guide will be available in December 2020.
 - **Discover Mediaworks Filming:** Discover Media Works will be filming the Springbrook Trail, Jack Lake, ATV/UTVing, and Elcho Music in the Park. The footage will be used to create snackable videos for the digital media campaign and the longer 3 part 3-6 minute videos. Discover Mediaworks will be coming back two more times for winter footage and Antigo footage.

- **Welcome Center:** LCEDC staff will be holding a brainstorming session on the Welcome Center interior design and outdoor sign.
 - **New Teach Welcome Presentations:** Beck will be welcoming the new teacher in the Unified School District of Antigo and the White Lake School District. Information packets were provided and presentation given on things to do in Langlade County.
 - **Marketing Efforts:** Currently LCEDC is running digital marketing campaign through Discovery Mediaworks, search engine marketing (SEM), and Silent Sport print and online advertising.
- f. **LCEDC 2021 Budget Process/Review:** Close reported to the LCEDC Board that she presented to the Langlade County Finance Committee. Close will be presenting to the finance committee individually in September. The Langlade County Finance Committee will forward their recommendations to the full Langlade County Board in October. LCEDC contract agreement is between Langlade County and the City of Antigo for services. The City of Antigo is going forth with our services. The LCEDC Executive Committee will keep looking at the LCEDC's 2021 budget. At the October LCEDC Executive meeting, LCEDC employees will be reviewed. LCEDC's budget will be presented at November's LCEDC Board meeting for approval.
- g. **Discuss LCEDC Upcoming Events and Activities:** The following items were discussed:
- **Unified School District of Antigo:** Merry updated the LCEDC Board that the Unified School District of Antigo will be open 4 days a week starting September 1. Twenty-five percent of the students will be learning virtually. Fall sports are on.
 - **Boys & Girls Club of Langlade County:** Zimmerman updated the LCEDC Board that the Boys & Girls Club of Langlade County had 135 kids this summer. The club will be open on Fridays from 7:00 am to 5:30 pm. There will be a fee for Fridays to cover staffing costs. The club is helping teacher to provide better wifi when not at school.
 - **Antigo Downtown Project:** Brandt updated the LCEDC Board that the 700 block and Clermont Street should be opening in a couple of weeks. The Antigo downtown has lost some downtown businesses because of the pandemic and construction.
 - **County Road Open to ATV/UTVs:** Krochalk updated the LCEDC Board that the Langlade County Highway Department and Board will be voting on opening all Langlade County roads to ATV/UTVs.

Old Business: No old business was discussed.

New Business and set date for next meeting (action item): No new business was discussed. The next LCEDC Board meeting date will be at 4:30 pm on Monday, September 21, 2020 if meeting is needed. If not needed, October 19, 2020 would be the next LCEDC Board meeting

Adjourn: Motion by Zimmerman, second by Merry to adjourn at 5:10 p.m. All Ayes. Motion Carried.

Respectfully submitted, Dillon Gretzinger, President



11/16/2020