

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
October 12, 2020**

Members Present: Thomas Bauknecht, Ron Nye, Angel Zimmerman, Sarah Koszarek

Members Present by Conferenced: Dillon Gretzinger

Excused Absent: Lynn D'Amato

Others Present: Angie Close, Keri Beck

Meeting was called to order by Vice President Thomas Bauknecht at 4:00 pm.

Public Comment: None

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Nye, second by Koszarek, to approve the minutes from September 14, 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. LCEDC staff had virtual QuickBooks meetings and trainings.

Motion by Nye, second by Koszarek to recommend to the LCEDC Board to approve the LCEDC budget vs. actual reports as presented. All Ayes. Motion Carried.

- B. Review Current Employee Payroll Hours:** Close reviewed with the LCEDC Executive Committee the current hours worked. The increase of hours worked is due to the increase grant applications, administration duties, and destination marketing efforts. Close proposed to increase the Assistant Director and Executive Director positions to a 40-hour week instead of 35-hours starting January 1, 2021.

Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve increasing salaried employees' hours from 35 to 40-hour work weeks starting January 1, 2021. All Ayes. Motion Carried.

- C. Review Employee Benefit Policy:** Close reviewed the LCEDC Employee Benefit Policy with LCEDC Executive Committee. Proposed changes are to the PTO accrual amounts to round the amounts to the nearest hour or half hour to make the scale less confusing.
- D. Review Travel, Lodge, Meal Policy:** Close reviewed the LCEDC Travel, Lodging & Meal Policy with the LCEDC Executive Committee. Proposed changes were to eliminate hourly so the policy covers all employees.
- E. Review of Employee Salary Matrix:** Close reviewed the LCEDC Employee Salary Matrix for new employees. Changes were made to reflect a 40-hour work week for the Assistant Director and Executive Director.
- F. Review of Employee Handbook:** Close reviewed the LCEDC Employee Handbook with the LCEDC Executive Committee.

Motion by Bauknecht, second by Zimmerman to the recommend to the LCEDC Board under the consent agenda to approve the recommended changes to the Employee Benefit Policy, Travel Lodging & Meal Policy, Employee Salary Matrix, and Employee Handbook. All Ayes. Motion Carried.

- G. LCEDC 2020 Goals and Measurement Report:** Close reviewed the LCEDC goals and how LCEDC staff has met these goals.

Motion by Nye, second by Koszarek to the recommend to the LCEDC Board under the consent agenda to approve the 2020 LCEDC Overview Report. All Ayes. Motion Carried.

- H. LCEDC Staff Evaluations:** Close reviewed with the LCEDC Executive Committee that LCEDC staff evaluations will be conducted in October. Executive Director evaluation forms were provided to the LCEDC Executive Committee. If not done so already, evaluations forms can be turned into Gretzinger or Beck. President Gretzinger can report to the full board a summary of the evaluations. The LCEDC Executive Director will be evaluating the Assistant Director and will report to the LCEDC Board at November's LCEDC Board meeting.

- I. LCEDC 2021 Budget Review:** Close reviewed the LCEDC Executive Committee the projected 2021 fund balance and the 2021 draft LCEDC Budget. Close updated the LCEDC Executive Committee that the City of Antigo has approved LCEDC funding for 2021. Langlade County Board will be voting on LCEDC funding at the end of October.

Motion by Nye, second by Koszarek to the recommend the LCEDC Executive Committee to review the complete 2021 Budget packet at the November 2020 meeting. All Ayes. Motion Carried.

Discussion was held on not holding an October 2020 LCEDC Board meeting due to the increased local COVID case counts. Close will email the 2020 LCEDC Goals & Measurements to the LCEDC Board to review. The next LCEDC Board meeting will be at 4:30 pm on November 16, 2020.

- J. 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. Letters were mailed to the deferred RLF loans that payments will start in November 2020.
- K. Langlade County Broadband Survey Update:** Close provided the LCEDC Executive Committee with the final report on the Langlade County Technology Survey. The final report will be sent to broadband provider to assist

with broadband expansion applications to help offset installation costs. LCEDC did apply for the Broadband Pilot Program on behalf of Langlade County. The application was not selected as one of the six approved pilot communities. LCEDC will continue to work with the Broadband Task Force and broadband providers to provide Langlade County residents adequate broadband access.

- L. **Review Fall 2020 Entrepreneur & Business Education Plan:** Close updated the LCEDC Executive Committee that LCEDC has received a letter from a 2020 Spring Entrepreneurial Start-Up Grant recipient that they will be refusing the start-up grant as the person has moved out of Langlade County. The additional grant funds will be awarded to the 2020 Fall Entrepreneurial Start-Up Grants awarded. Close reported that graduation night is November 19, 2020. There will be four fall business plans presented. After discussion, the LCEDC Executive Committee agreed the business plan will be presented as a recording, in person, or virtually, during the December 2020 LCEDC Executive Committee meeting.
- M. **Security Health Insurance Rebate:** Close informed the LCEDC Executive Committee that after consulting with Kerber Rose, the Security Health Insurance rebate check and Delta Dental's one-month reduction in premium will be prorated and a premium adjustment on December 2020 LCEDC staff's payroll.

Motion by Koszarek, second by Zimmerman to the recommend the LCEDC Board under the consent agenda to accept the rebate. All Ayes. Motion Carried.

- N. **Langlade County Tourism Update:** LCEDC staff updated the LCEDC Executive Committee on the following tourism items:
- LCEDC inquiries have gone up by 55 in September 2020 from September of 2019. This increase can be attributed to the digital marketing campaigns, SEM, Nicolet-Wolf River Scenic Byway marketing promotion as part of the 3rd year JEM grant, and people looking for outdoor recreation due to COVID.
 - The digital marketing campaign through Discover Mediaworks is completed. The 7-minute video "A True Wisconsin Hidden Gem: Langlade County" has been one of the top performing videos on Discover Wisconsin platforms. Langlade County was also promoted on the Discover Wisconsin's The Bobber blog called "A Top Wisconsin Destination for Outdoor Enthusiasts and You've Probably Never Been There!"
 - 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 October issue of Silent Sports Magazine promoting fall hiking.
 - LCEDC is wrapping up 2021 Langlade County Visitor Guide ad sales and is working with the Chamber on the visitor guide pages.
 - LCEDC staff continues to work on the interior and exterior design of the Welcome Center. A mock Welcome Center outdoor sign was on display.
 - The top Facebook post was on what Langlade County Highways are not open to ATV/UTVs. Since the post, LCEDC staff has received increased questions in regards to what town roads are open to ATV/UTV use.
- O. **Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following activities:
- The second We're All In Grant will be available on October 18. This time the grant amount will be \$5,000. Businesses that applied for the first round are able to apply again for the second round.
 - LCEDC applied for the TRAVEL Grant to pay for cost of tourism payroll and PPE at Welcome Center
 - LCEDC has forwarded a cultural grant to art, music, and event organizations and businesses that were affected by COVID.
 - LCEDC is looking into JEM grant funding for trail mapping.
 - LCEDC Paycheck Protection Program report has been submitted.

Old Business: No old business was discussed.

New Business & Meeting Date: The next executive meeting will be at 4:00 pm on Monday, November 2, 2020.

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

Respectfully submitted, Keri Beck, Recording Secretary

 11/2/2020