

## MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, November 16, 2020

**Members Present:** Dillon Gretzinger, Thomas Bauknecht, Andy Merry, Ron Nye, Bill Brandt, Angel Zimmerman, Dave Krochalk

**Members Present by Conferenced:** Fred Westphal, Lynn D'Amato

**Members Excused:** Michael Hunter, Sarah Koszarek

**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 Nye, second by Zimmerman to approve the minutes from August 17, 2020. All Ayes. Motion Carried.

**Consent Agenda:** Motion by Bauknecht, second by Krochalk to approve the Consent Agenda. All Ayes. Motion Carried.

### **Economic Development Corporation:**

- a. **LCEDC Executive Committee Report:** Gretzinger updated the LCEDC Board on LCEDC Executive Committee activities. LCEDC Executive Minutes were included in board packet. Information only.
- b. **LCEDC Staff Evaluations:** Gretzinger reviewed the LCEDC Executive Committee evaluation of the LCEDC Director with the LCEDC Board. The information will be placed on file. Close reviewed her evaluation of Beck to the LCEDC Board. The information will be placed on file.
- c. **Approve LCEDC Budget vs Actual Report:** Close reviewed the LCEDC 2020 budget vs actual report.  
**Motion by Zimmerman, second by Bauknecht to approve the 2020 LCEDC budget vs actual reports as presented. All Ayes. Motion Carried.**
- d. **2021 Health Insurance Plan Renewal with Security Health Insurance:** Close informed the LCEDC Board that health insurance proposals were received. Security Health Insurance is still the lowest price for LCEDC.  
**Motion by Brandt, second by Zimmerman to approve the Security Health Insurance policy for 2021. All Ayes. Motion Carried.**
- e. **2021 Dental Insurance Plan Renewal with Delta Dental:** Close informed the LCEDC Board that dental insurance proposals were received. Delta Dental of Wisconsin is still the lowest price for LCEDC.  
**Motion by Krochalk, second by Nye to approve the Delta Dental of Wisconsin Insurance policy for 2021. All Ayes. Motion Carried.**
- f. **2021 Life Insurance Plan Renewal with EPIC:** Close informed the LCEDC Board that there is no rate of change in the life insurance policy with EPIC.  
**Motion by Bauknecht, second by Krochalk to approve EPIC life insurance policy for 2021. All Ayes. Motion Carried.**
- g. **2021 LCEDC Budget Adoption:** Close presented the LCEDC 2021 Budget to the LCEDC Board.  
**Motion by Brandt, second by Krochalk to approve the 2021 LCEDC Budget as presented. All Ayes. Motion Carried.**
- h. **LCEDC Strategic Plan 2021 Goals:** Close reviewed the LCEDC 2021 Strategic Plan goals with the LCEDC Board. Close highlighted the goals and actions to meet the goal for the four LCEDC pillars and LCEDC capacity building.  
**Motion by Bauknecht, second by Zimmerman to approve the 2021 LCEDC Strategic Plan Goals as presented. All Ayes. Motion Carried.**
- i. **Review Loan Fund Recipients:** Close updated the LCEDC Board on RLF, ER-RLF, and CDF loan recipients and loan fund balances. The ER-RLF loan repayments will start January 1, 2021. The Loan Review Board has met multiple times in the last month, but the loan application has been denied. Close will work with the loan applicant to assist with finding alternative funding for the project.
- j. **Approve Ben Zelazoski and Dave Visser to Extend a Three (3) year Term on the Loan Review Board Committee:** Close updated the LCEDC Board that the Loan Review Board has approved Zelazoski and Visser to an additional three-year term on the Loan Review Board (LRB).  
**Motion by Nye, second by Krochalk to approve Ben Zelazoski and Dave Visser to the Loan Review Board for an additional three (3) year term to end December 31, 2023. All Ayes. Motion Carried.**
- k. **Recognition of Exiting Board Member:** Gretzinger and Close recognized Merry for serving six years on the LCEDC Board and two years as the LCEDC President.

- l. Discuss Potential New Board Member To Be Appointed in January 2020:** Close reported to the LCEDC Board that she has been working with Merry on a potential new LCEDC Board member to fill the agriculture position on the LCEDC Board. Close will ask the potential member to start in January 2021.
- m. Tourism Update:** Beck updated the LCEDC Board on the following items:
- **Tourism Information Mailed Out:** There has been an increase in the number of items mailed out from August through October 2020 compared to the same time in 2019. The increase is do to people looking for outdoor recreational opportunities do to the pandemic.
  - **Tourism Marketing:** LCEDC continues to run the Search Engine Marketing Campaign and had advertisements in August, September, and October issues of the Silent Sport Magazine.
  - **Discover Wisconsin Video Released:** The 7-minute video called A True Wisconsin Hidden Gem: Langlade County has been released in the middle of September. The video can be viewed on the tourism website, Discover Wisconsin channels, and Discover Wisconsin YouTube Channel. The video was promoted in The Bobber Blog and digital social media campaigns. Discover Mediaworks will be coming back two more times for winter footage and Antigo footage.
  - **Welcome Center:** The Welcome Center opening has been delayed due to the pandemic and construction delays. The 24-hour vestibule is projected to open in January 2021 and the main Welcome Center to open in April or May of 2021. Tom Gallenberg has created the center piece for the Welcome Center. The piece is on display in LCEDC office.
  - **2021 Discovery Guide:** Beck has been working with the Antigo/Langlade County Chamber of Commerce on creating and proofing the 2021 Langlade County Guide. The 2021 Langlade County Visitor Guide will be available in December 2020.
- n. Update on Economic Development Corporation Activities:** Close updated the LCEDC Board on the following items:
- **COVID-19 Small Business Assistance:** The number of Langlade County businesses that received paycheck Protection Program funding, WEDC We're All In Grants and Farm Support Payments was provide.
  - **ETP Update:** The ETP program will be graduating 6 students this week, which brings the total to 68 graduates opening 24 businesses in the last 5 years. The LCEDC Executive Committee will be meeting in December to listen to the business plans. Business Start-Up Grants will be awarded in January 2021.
  - **Broadband:** The Langlade County Broadband survey results are posted on the EDC website and have been provided to multiple agencies to assist in increasing Langlade County's broadband capabilities. Close has been working with Cirrinity on fixed wireless opportunities along with fiber routes in 2021 utilizing different federal programs.
  - **Census Data:** Langlade County has increase 86 people since the last census.
  - **Unemployment Rate:** Langlade County's unemployment rate in September 2020 was at 4.8% 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. Wisconsin sales tax numbers were not available.
  - **Computers:** LCEDC staff has received their new computers, so staff are able to work from home. Staff will be working from home the week of Thanksgiving and Christmas break as some of the days NTC is closed.

**Old Business:** No old business was discussed.

**New Business:** No new business was discussed.

**Future Agenda Items and set date for next meeting (action item):** No future agenda items were mentioned. If no actionable items come forth, there will be no LCEDC Board meeting in December. The next LCEDC Board meeting date will be at 4:30 pm on Monday, January 18, 2021.

**Adjourn:** Motion by Brandt, second by Bauknecht to adjourn at 5:10 p.m. All Ayes. Motion Carried.

Respectfully submitted, Dillon Gretzinger, President



01/18/2021