

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION  
EXECUTIVE COMMITTEE  
December 7, 2020**

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

**Members Present by Conferenced:**

**Absent:** Lynn D'Amato,

**Others Present:** Angie Close, Keri Beck, Kyle Robertson, Terry Robertson, Ashley Ruppel

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

**Public Comment:** None

**Minutes of Previous Economic Development Executive Committee Meeting:** Motion by Bauknecht, second by Nye, to approve the minutes from November 2, 2020. All Ayes. Motion Carried.

**Langlade County Economic Development Corporation:**

- A. Fall 2020 Entrepreneur Class Business Plan Presentations:** Close gave an overview of the Fall 2020 Entrepreneurial Training Program to the LCEDC Executive Committee. Close assisted 9 people with 5 business on completing the ETP course through SBDC. Three business plans were presented. In January, the LCEDC Executive Committee and Board will award ETP Business Start Up Grants based on the presentations and submitted business plans. The ETP Business Start Up Grants is made possible by the Suick Family Foundation, which is at the five-year mark.
- B. Budget vs. Actual Report:** Close updated the LCEDC Executive Committee on the current LCEDC 2020 budget vs expense report.
- Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board to approve the LCEDC budget vs. actual reports as presented. All Ayes. Motion Carried.**
- C. Request to allow QuickBooks to move from paper check system to Direct Deposit for Payroll and ACH Withdrawals for Vendors:** Close informed the LCEDC Executive Committee that LCEDC has transitioned to QuickBooks Online. Discussion was held to move to direct deposit for payroll and setting up automatic payment for vendors that accept ACH payments. The LCEDC President and Secretary would approve invoices and payrolls.
- Motion by Koszarek, second by Zimmerman to recommend to the LCEDC Board under the consent agenda to approve moving from paper check system to direct deposit for payroll and ACH withdrawals for vendors. All Ayes. Motion Carried.**
- D. LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. There have been no requests for extended deferrals from the ER-RLF loan recipients or the two RLF deferred loans through the pandemic. The one loan request the Loan Review Board reviewed was denied. There has been lots of interest from other wanting to open new businesses, but no completed applications have been submitted. Close informed the LCEDC Executive Committee that Langlade County has been approved to take part in the CWED business loan fund. There is no fiscal note for Langlade County nor LCEDC. Close will be presenting at the Langlade County Forestry Committee and Langlade County Board for approval to join the CWED Fund. Close is requesting to be appointed to the CWED Board and CWED Loan Review Board.
- E. Review LCEDC Holiday Office Hours:** Close informed the LCEDC Executive Committee that the LCEDC office will be closed December 21, 2020 through January 3, 2021, as Northcentral Technical College will be performing a deep clean during this time. LCEDC staff will be working from home with LCEDC phones forwarded to LCEDC staff cell phones.
- F. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee on the following tourism items:
- LCEDC tourism inquiries are still up in November 2020 by 19 compared to November 2019. This increase can be attributed to the SEM and people preparing for winter outdoor activities due to COVID-19.
  - LCEDC and the Antigo/Langlade County Chamber of Commerce are finalizing the 2021 Visitor Guide.
  - LCEDC staff continues to work on the interior and exterior design of the Welcome Center. LCEDC staff is working on obtain quotes. LCEDC is trying to purchase items from local businesses for the Welcome Center.
  - The search engine marketing (SEM) campaign through the Travel Wisconsin Co-Op Program is running through the end of the year.
  - LCEDC had a print ad in the December/January issue of Up North Action Magazine promoting winter activities in Langlade County.
  - The quarterly web position campaign was reviewed with Konect. Additional keywords were added.
  - Travel Wisconsin's Winter Snow Report is live and has been updated.
  - Everbridge notification was sent out for the ATV/UTV trail seasonal closing.
  - Beck participate in 2 virtual webinars offered by Travel Wisconsin.
- G. Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on CARES Act grant money awarded to Langlade County businesses. Some Langlade County businesses are still down. There are some businesses that did not qualify for the CARES Act grants. Langlade County and LCEDC has

submitted a CDBG grant application to help these Langlade County Businesses. CDBG award announcement will be in January 2021.

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

**New Business & Meeting Date:** LCEDC Executive Committee will discuss at the January 2021 LCEDC Executive Committee meeting on changing LCEDC Board meetings from monthly meeting to quarterly meetings. Discussion was held on postponing the LCEDC Executive Committee for one week later in January. The next executive meeting will be at 4:00 pm on Monday, January 11, 2021.

**Adjourn:** Motion by Bauknecht, second by Koszarek to adjourn at 5:02 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

Dillon Gretzinger  
01/11/2021  
