

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
January 11, 2021**

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

Members Present by Conferenced: Lynn D'Amato

Excused Absent:

Others Present: Angie Close, Keri Beck

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 Nye, second by Bauknecht, to approve the minutes from December 7, 2020. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Review Fall 2020 Entrepreneur Class Business Plans and Award Business Start Up Grants:** Close reviewed the Fall 2020 ETP class with the LCEDC Executive Committee. Six (6) students took the Fall 2020 ETP class. Three business plans were presented in December to the Executive Committee, but only two (2) business plans were submitted for consideration for the Entrepreneurial (ETP) Start Up Grant. Close reviewed funds available for the ETP Business Start Up Grant. The ETP Business Start Up Grant is made possible by the Suick Family Foundation.

Motion by Bauknecht, second by Zimmerman to recommend to the LCEDC Board under the consent agenda to approve Entrepreneurial Business Start-Up Grants to Midwest National, LLC for \$2,500 and Robertson Hot Shots, LLC \$2,500 contingent upon all requirements of the grant being met. All Ayes. Motion Carried.

Close informed the LCEDC Executive Committee that the Spring 2021 EPT Class is set to start February 11 with the Orientation night on January 28. The class will be offered virtually, but student can virtually attend at NTC. The pricing for students will stay the same at \$200 plus \$50 for the book. After completion, the Suick Family Foundation Grant will reimburse participants \$200.

- B. Review and Approve 2021 Suick Family Foundation Grant for 2021 Entrepreneurial Program:** Close updated the LCEDC Executive Committee that the Suick Family Foundation awarded the LCEDC ETP Program for 2021. The amount is lower than prior years as expenses for the program has gone down since SBDC is doing the instructing.

Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve accepting the Suick Family Foundation Grant donation for the 2021 Entrepreneurs Program. All Ayes. Motion Carried.

The Business Education Series offered through SBDC will be starting in February virtually. Each courses will be offered three time at various time of day to fit peoples schedules.

- C. Review and Approve Suick Family Foundation 2021 City of Antigo Downtown Business District Support Grant Program:** Close reported to the LCEDC Executive Committee that a grant was submitted to the Suick Family Foundation to establish a City of Antigo's Downtown Business District Support Grant Program to fund businesses significantly impacted by the pandemic and to enhance the attractiveness and marketability of Downtown Antigo. LCEDC received notification the application was accepted as submitted. LCEDC staff will work with the City of Antigo but the grant will be administered by LCEDC.

Motion by Nye, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve accepting the Suick Family Foundation Grant donation for the 2021 City of Antigo Downtown Business District Support Grant. All Ayes. Motion Carried.

- D. Discuss EDC Marketing Proposal from Kim Swisher Communications:** Close presented Kim Swisher Communications economic development marketing proposal to the LCEDC Executive Committee. It was recommended to do a 6-month trial period starting in February. Close will follow up with Kim Swisher Communication for discussion at the January 2021 LCEDC Board meeting.

Motion by Nye, second by Zimmerman to recommend to the LCEDC Board to approve Kim Swisher Communication a 6-month trial with a review in 6 months. All Ayes. Motion Carried.

- E. Review 2020 Paid Time Off Accounts and Approve Carryover Amounts:** Close informed the LCEDC Executive Committee that LCEDC staff did not use all of their paid time off (PTO) in 2020 due to the pandemic. Beck has 16:43 and Close has 45:49 to carryover to 2021.

Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve accepting LCEDC staff paid time off carryover amounts to 2021. All Ayes. Motion Carried.

- F. Review 2021 Executive and Board Meeting Dates:** Close reviewed the dates and times for LCEDC Executive Committee and Board meetings with the LCEDC Executive Committee. The LCEDC Executive Committee meetings will stay on the first Monday of the month at 4 pm. Close proposed holding LCEDC Board meetings

quarterly or every other month. Special LCEDC Board meetings will be held for loans and other matters that need to be acted upon before the next meeting. Discussing will be held at the January 2021 LCEDC Board meeting. Information Only.

- G. Review Budget vs. Actual Report:** Close updated the LCEDC Executive Committee on the current LCEDC 2021 financial position and budget vs expense report. LCEDC will be contacting QuickBooks on tracking payroll and benefits correctly in the budget. LCEDC's 2020 financial review will be on March 3, 2021. Information Only.
- H. LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. The Loan Review Board will be reevaluating the emergency response loan as a micro loan program. Close updated the LCEDC Executive Committee that the Langlade County Board approved being part of the CWED fund. CWED has received a Langlade County business loan application.
- I. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee on the following tourism items:
- LCEDC staff have families lined up for the Winter Discover Wisconsin filming. More snow is needed for filming to happen. Rainout dates have been set.
 - LCEDC staff continues to work on the interior and exterior design of the Welcome Center. LCEDC staff is working finalizing purchases. LCEDC is purchasing items from local businesses for the Welcome Center.
 - The 2021 Langlade County Visitor Guide is at the printer. Guides should be available in a week.
 - LCEDC staff and Antigo/Langlade County Chamber staff have signed up the Green Bay RV & Camping show to be held on January 28-31, 2021, if the show happens.
 - The search engine marketing (SEM) campaign through the Travel Wisconsin Co-Op Program was finished at the end of the year. Working with Kim Swisher Communications on continuing the SEM campaign but targeted surrounding states instead of the full US.
 - Jack Lake Campground website has been updated with 2021 reservation information and prices. The URL has been renewed.
 - Travel Wisconsin's Winter Snow Report is being updated multiple times per week.
 - LCEDC worked with Emergency Management and HeART Project grant coordinator to get the group sent up in Everbridge to send out email notification for the HeART Beat Senior Newsletter.
- J. Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following items:
- The Langlade County CDBG intent to apply has been excepted for the business assistance grant. Broadband and senior technology proposal was not accepted. Close following up with the Terri Johnson on other grants to fund senior technology. Close will be working with Langlade County to submit the CDBG application for the business assistant grant by February 26, 2021.
 - Information on Paycheck Protection Program (PPP) #2 was presented. Right now, PPP #2 is only for CDFI such as CoVantage Credit Union. The CoVantage Credit Union portal for applying opened today, but eventually PPP #2 will be available for businesses that did not receive the first PPP and businesses that show a 25% loss. The PPP #2 is open this time to 501(c)6 and churches.
 - An interested LCEDC Board member will be attending the January 2021 Board meeting to see if the LCEDC Board is a right fit before committing to the LCEDC Board.
 - North Central Regional Planning Commission (NCRPC) has been awarded an EDA grant. NCRPC next board meeting is on January 27 if any interested people would like to attend.
 - Langlade County EMZI report will be presented at the January 2021 LCEDC Board meeting.
 - Regional natural gas line capacity will be discussed with City Gas and Regional Planning.
 - Langlade County's sales tax was up in 2020 compared to 2019

Old Business: No old business was discussed.

New Business & Meeting Date: The next LCEDC Executive Committee meeting will be at 4:00 pm on Monday, February 1, 2021.

Adjourn: Motion by Nye, second by Bauknecht to adjourn at 4:57 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

