

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, January 18, 2021

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

Members Present by Conferenced: Fred Westphal, Lynn D'Amato, Michael Hunter, Sarah Koszarek

Members Excused:

Others Present: Angie Close, Keri Beck, Joel Zalewski

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

Public Comment: No public comment.

Introductions for potential new board member: Close introduced Joel Zalewski as a potential new LCEDC Board member. LCEDC Board did introductions.

Minutes of Previous Economic Development Board Meeting: Motion by Brandt, second by Krochalk to approve the minutes from November 16, 2020. All Ayes. Motion Carried.

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

Economic Development Corporation:

a. **Approve LCEDC Budget vs Actual Report & Financial Statements:** Close reviewed the LCEDC budget vs actual report and financial statements with 2020 carryovers. The approved 2021 emergency fund transfer will be done after the financial review. Amendments to the budget will be requested after the financial review by KerberRose.

Motion by Hunter, second by Koszarek to approve the LCEDC budget vs actual report and financial position as presented. All Ayes. Motion Carried.

- b. **Discuss LCEDC Yearly Audit Review Date:** Close updated the LCEDC Board that the 2021 LCEDC Financial Review will be conducted by KerberRose on March 3, 2021.
- c. **Review Revolving Loan Fund Report & Review Emergency Fund Process:** Close updated the LCEDC Board on RLF, ER-RLF, and CDF loan recipients and loan fund balances. The ER-RLF loan repayments start January 1, 2021. One emergency response loan was awarded in January for an expansion. The Loan Review Board will be discussing transitioning the emergency response loan program in to a micro-loan program.
- d. **Review Central Wisconsin Economic Development Fund:** Close informed the LCEDC Board that the Langlade County Board approved Langlade County to join the Central Wisconsin Economic Development (CWED) regional fund. Close was appointed to the CWED Board. Close presented an overview of the regional fund for businesses that is administered by Redevelopment Resources.
- e. **Review Langlade County Business Assistant Grant Program:** Close informed the LCEDC Board that Langlade County and LCEDC wrote an intent to apply for the CDBG Coronavirus Program for Langlade County Business Assistance Grant Program to help businesses that are not eligible for other coronavirus assistance. Announcement of award will be in March. If awarded, LCEDC will administer the grant.
- f. **Langlade County Economy Overview:** Close presented the 2020 fourth quarter Emsi Report for Langlade County to the LCEDC Board. Labor force breakdown was highlighted. Current unemployment rate and 2020 Langlade County sales tax was reviewed.
- g. **Federal Program Update:** Gretzinger informed the LCEDC Board on the Paycheck Protection Program (PPP) 2. CoVantage portal is open for any CoVantage business account holder to apply for the PPP2. To apply for the PPP, applicants have to apply through their financial institution.
- h. **Review 2021 LCEDC Goals:** Close reviewed the 2021 LCEDC goals that were approved in November 2020 with the LCEDC Board.
- i. **Review and Approve LCEDC Marketing Proposal from Kim Swisher Communications:** Close informed the LCEDC Board that the LCEDC Executive Committee has reviewed Kim Swisher Communication's economic development marketing proposal to enhance awareness of LCEDC work and impact in the community. The committee recommended to do a 6-month trial period starting in February.

Motion by Brandt, second by Nye to approve Kim Swisher Communication a 6-month trial with a review in 6 months. All Ayes. Motion Carried.

- j. **Update on 2021 Entrepreneurs Program:** Close informed the LCEDC Board 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 or in person at NTC – Antigo Campus. The EPT class reimbursements and business startup grants are funded through the Suick Family Foundation. Testimonials from Antigo/Langlade County ETP graduates are on the SBDC flyer.
- k. **Accept and Approve Wisconsin Public Service Contribution:** Close informed the LCEDC Board that LCEDC has received a donation from WPS.

Motion by Krochalk, second by Bauknecht to approve accepting the 2021 Wisconsin Public Service contribution. All Ayes. Motion Carried.

- l. **Review LCEDC Board Meeting Dates and Approve Schedule:** Close reviewed with the LCEDC Board that the LCEDC Board currently meets on the third Monday of the month. Discussion was held on holding LCEDC Board

meetings bi-monthly or quarterly (January, April, August, and November). The meetings will remain at 4:30 pm. The LCEDC Executive Committee will still meet monthly.

Motion by Hunter, second by Koszarek to approve quarterly LCEDC Board meetings instead of monthly meetings. All Ayes. Motion Carried.

m. Tourism Update: Beck updated the LCEDC Board on the following items:

- **2021 Langlede County Visitor Guides:** The 2021 Langlede County Visitor Guides were delivered. A copy was provided for ones in attendance. 5 Star Marketing will be placing the guide in their racks. LCEDC staff will be distributing throughout the county at places that do not have 5 Star Marketing racks. The 2021 Langlede County Visitor Guide is a collaborative effort between LCEDC and the Antigo/Langlede County Chamber of Commerce
- **Welcome Center:** The 24-hour vestibule is projected to open in February 2021. LCEDC staff is working on an agreement with the Langlede County Historical Society and furnishing the Center utilizing local businesses. The museum is working on the interior updates, so the main Welcome Center is projected to open in May of 2021.
- **Jack Lake Campground Website:** The Langlede County Forestry Department is looking at adding an online registration system to the Jack Lake Campground website. Discussion has been held on possibly a new website. Being that Beck has been updating the Jack Lake Campground website, she will be attending meetings to discuss the online reservation system and website for Jack Lake Campground.
- **2021 Sports Shows:** The ITBEC Marketing group has been informed that the WBAY Green Bay RV & Camping show has been canceled for January 28-31, 2021, due to the pandemic. The ITBEC Marketing group will not be attending any additions shows. Marketing will be in print or online.
- **Discover Wisconsin Winter Video:** The Discover Wisconsin Winter video filming has been postponed twice due to the lack of snow. The next filming date is set for February 5-7.


n. Discuss LCEDC Upcoming Events and Activities: No additional information was discussed.

Old Business: No old business was discussed.

Future Agenda Items and set date for next meeting (action item): No future agenda items were mentioned. The next LCEDC Board meeting date will be at 4:30 pm on Monday, April 19, 2021.

Adjourn: Motion by Brandt, second by Bauknecht to adjourn at 5:18 p.m. All Ayes. Motion Carried.

Respectfully submitted, Dillon Gretzinger, President


Dillon Gretzinger 4/19/2021