

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
April 5, 2021**

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

Members Present by Conferenced:

Excused Absent: Lynn D'Amato, Ron Nye

Others Present: Angie Close, Keri Beck, Judy Nagel

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 Koszarek, to approve the minutes from March 1, 2021. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Review and Approve Payments of Bills:** Close reviewed the March 2021 LCEDC bills with the LCEDC Executive Committee. Description of the vendor expenses were provided.

Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve the March 2021 LCEDC invoices as presented. All Ayes. Motion Carried.

- B. Review Budget vs. Actual & Financial Reports:** Close updated the LCEDC Executive Committee on the current LCEDC 2021 financial position and budget vs expense report.

Motion by Koszarek, second by Zimmerman to recommend to the LCEDC Board under the consent agenda to approve LCEDC budget vs. actual report as presented. All Ayes. Motion Carried.

Close presented the draft LCEDC Financial Review from KerberRose. Information only.

- C. LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. Close reported there have been lots of interest in gap financing, but no loan applications have been submitted. Close and Kristen Fish-Peterson, Central Wisconsin Economic Development (CWED) Fund manager, has appointments set up with local financial institutions to inform them of the CWED program.
- D. Discuss Recommendation from LRB Regarding Emergency Response Loan & Revolving Loan Fund Administration Fee:** Close informed the LCEDC Executive Committee that the Loan Review Board (LRB) has met to review the current loan recipients, the RLF manual and RLF administration fees. The LRB recommends keeping the Emergency Response Loan program until the end of the pandemic. The RLF Program does have a micro-loan program for non-gap financing up to \$10,000. Micro-loans would be approved by the LCEDC Board. Close reviewed prior RLF administration fee. The LRB recommended to the LCEDC Board to have a yearly RLF administration fee like other RLF administrators structure their fees. Information only.
- E. CDBG-CV Application Update:** Close updated the LCEDC Executive Committee that Langlade County was verbally notified they have been approve for the CDBG-Corona Virus Grant. The CDBG-CV grant will fund up to 25 business assistant grants for businesses affected by the pandemic. Langlade County and LCEDC will split administration revenue on the CDBG-CV Grant. Close will be on a webinar this week to learn more about the grant.
- F. Discuss Hiring a Part-Time Travel Information Aide:** Close presented information to the LCEDC Executive Committee on hiring a part-time Travel Information Aide to help staff the Welcome Center.
- Motion by Zimmerman, second by Koszarek to recommend to the LCEDC Board to hire a part-time Travel Information Aide. All Ayes. Motion Carried.**
- G. Discuss Annual Meeting:** Close informed the LCEDC Executive Committee that the LCEDC Annual Meeting is set for April 19 at 4:30 pm. The annual meeting will consist of LCEDC elections, KerberRose presentation of LCEDC financial review, North Central Regional Plan Commission presentation of the regional recovery plan and labor force migration, the LCEDC Annual Report and other LCEDC Board action items.
- H. Update on Spring Entrepreneurial Program and Graduation:** Close updated the LCEDC Executive Committee on the Spring 2021 Entrepreneurial Program. There are nine students graduating on Thursday. Five business plan presentations will be at the May LCEDC's Executive Committee meeting to be considered for the ETP Business Start Up Grants.
- I. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee on the following tourism items:
- The Welcome Center outdoor sign and vestibule neon sign has been installed. The vestibule was opened to visitors on April 1st. The museums interior ceiling, lighting, and heating is being installed. Anticipated grand opening at the end of May.
 - LCEDC currently updated the Jack Lake Campground website for Langlade County and has renewed the domain for their website.
 - Discover Wisconsin winter video was release on March 5. Three days after the Langlade County Snowmobile Trails closed. The winter video will be promoted after Thanksgiving. The video can be found on the tourism website video gallery page.
 - Discover Wisconsin's digital campaign was switched from winter to summer activities at the beginning of March.

- The winter Bobber Blog was released, but the blog will be promoted again after Thanksgiving.
- Beck promoted the winter video on the Breakfast Club along with signing up for Everbridge and a Welcome Center update.
- Close has been in collaborative event marketing meetings with the Antigo Lions Club for the Antigo Off Road Races.
- Langlade County Arrivist data was reviewed.
- Mountain biking, UTVing, and kayaking was promoted in the spring Up North Action Magazine.
- The Travel Wisconsin's hiking and biking report will launch on April 7. Beck is reporting for Travel Wisconsin, but area clubs and organizations are sending respective trail reports.
- Beck has attended various tourism meetings and webinars. She attended the virtual Wisconsin Governor's Conference on Tourism Conference.
- Everbridge mass notification system was utilized for notify subscribers that the Langlade County Snowmobile Trails opened on March 2, 2021.
- New Langlade County ATV/UTV Maps were made available. With one Facebook post, LCEDC received 78 inquires requesting information.

Close recognized Beck for the work on the Welcome Center.

- J. **Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on prior LCEDC marketing sponsorships. LCEDC in the past has sponsored one Boys & Girls Club event to market LCEDC locally. This year the Boys & Girls Club of the Northwoods is holding a Fairways Fore Futures Golf Outing on June 4th.

Motion by Koszarek, second by Bauknecht to recommend to the LCEDC Board to approve the registration fee for the Boys & Girls Club of the Northwoods Fairways Fore Futures Golf Outing Event. 3 Ayes. Zimmerman Abstained. Motion Carried.

Close updated on the additional EDC activities:

- Close will be attending the City of Antigo EDC meeting to present 5 Downtown Entrepreneurial Grants.
- There has been a lot of interest in purchasing buildings in Antigo's Downtown, so Close compiled a list of available building for sale or rent. There is a limited stock of available building.
- The LCEDC e-newsletter is up to 200 subscribers. The next success story videos will be on AP Construction and Mosquito Squad. Future success story businesses set up are on Schumitsch Seed and Great Northern Campground.

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, May 3, 2021.

Adjourn: Motion by Zimmerman, second by Koszarek to adjourn at 5:20 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

