

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
May 3, 2021**

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

Members Present by Conferenced: Lynn D'Amato

Others Present: Angie Close, Keri Beck, Kris & Floyd Henderson, Danielle & Zack King, Joel Wagner, Ryan VanProoyen, Jim Copek, Julie Odden

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 Koszarek, to approve the minutes from April 5, 2021. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Presentations of Spring Entrepreneur Graduates Business Plans:** Six Spring Entrepreneurial graduates presented their business plans to the LCEDC Executive Committee. The LCEDC Executive Committee will award the ETP Business Start Up Grants at the June 2021 LCEDC Executive Committee meeting.
- B. Review and Approve Payments of Bills:** Close reviewed the April 2021 LCEDC bills with the LCEDC Executive Committee.

Motion by Koszarek, second by D'Amato to recommend to the LCEDC Board under the consent agenda to approve the April 2021 LCEDC invoices as presented. All Ayes. Motion Carried.


- C. Review Budget vs. Actual & Financial Reports:** Close updated the LCEDC Executive Committee on the current LCEDC 2021 budget vs expense and financial position reports. The approved general fund transfer to the reserve account has been made in April. Information only.
- D. LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. Information only.
- E. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee on the following tourism items:
- May 3-7 is National Tourism Week. Langlade County had \$41.1 million in direct visitor spending in 2020.
 - The Welcome Center vestibule is being stocked twice a week. Each time items have been taken. The museum is waiting on a heating inspection before the interior can be finished. Anticipated grand opening is still the end of May.
 - LCEDC continues to update the Jack Lake Campground website for Langlade County.
 - The Langlade County ATV/UTV Trails opened May 1. Social media posts and Everbridge notification were used to notify people.
 - Discover Wisconsin Antigo video filming is set for June 4-5. Discover Mediaworks, who produces Discover Wisconsin, will be filming the Antigo Downtown, Welcome Center/Museum, Antigo Zeon, Antigo Farmers Market, and Springbrook Trail.
 - A social media campaign promoting the 15-second Northwoods video through the County of Trails platforms will run through June 2.
 - The Antigo Off Road Races was promoted through Travel Wisconsin's Traveler Email Co-Op Program.
 - Langlade County ATV/UTVing was promoted in Travel Wisconsin's Social Media Co-Op Program April 23-26.
 - The Travel Wisconsin's hiking and biking report has been updated weekly since the launch on April 7.
 - Beck attended two virtual Wisconsin Governor's Conference on Tourism Conference days.
 - LCEDC staff is working with the City of Antigo and the Langlade County Ice Age Trail Alliance on submitting an application to be designated as an Ice Age Trail Community.
 - LCEDC staff is helping with the Senior Fair on May 5.
 - Additional funding through the City of Antigo Hotel/Motel Commission was approved to cover the Welcome Center buildout overage and Tourism Information Aide.
- F. Update on Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following EDC activities:
- The LCEDC Facebook page has increased by 70 followers and 80 likes since starting with Kim Swisher Communication's promotional efforts. The LCEDC e-newsletter is up to 200 subscribers with 23% open rate. The success story videos are the most popular Facebook posts. The next success story videos will be on Schumitsch Seed and Great Northern Campground.
 - Langlade County has been awarded the CDBG-CV grant.
 - Close updated the committee on broadband projects
 - The City of Antigo has been awarded the EDA Grant. LCEDC has been asked to administer the grant.

Old Business: No old business was discussed.

New Business & Meeting Date: The next LCEDC Executive Committee meeting will be at 4:00 pm on June 7, 2021

Adjourn: Motion by Koszarek, second by Nye to adjourn at 5:44 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

 06/7/2021