

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION  
EXECUTIVE COMMITTEE  
September 13, 2021**

**Members Present:** Dillon Gretzinger, Ron Nye, Sarah Koszarek

**Members Present by Conference:** Lynn D'Amato

**Members Excused:** Thomas Bauknecht, Angel Zimmerman

**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 Koszarek, to approve the minutes from August 2, 2021. All Ayes. Motion Carried.

**Langlade County Economic Development Corporation:**

- A. Review and Approve Payments of Bills:** Close reviewed the August 2021 LCEDC bills with the LCEDC Executive Committee.

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

- B. Review and Approve Budget vs Actual & Financial Reports:** Close updated the LCEDC Executive Committee on the current LCEDC 2021 budget vs expense and financial position reports. Certain budget line items are currently over budgeted. Line item transfers will be discussed at a future meeting.

**Motion by Nye, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve the LCEDC budget vs actual and financial reports as presented. All Ayes. Motion Carried.**

- C. LCEDC Revolving Loan Fund Recipients Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. One additional RLF loan has been paid in full in August. Close informed the LCEDC Executive Committee about an RLF loan request to pay off one portion of a shared RLF loan. Discussion was held. An RLF loan application was received. The Loan Review Board will be meeting later this week to review the application.
- D. Review 2022 LCEDC Budget:** Close reviewed a 2022 LCEDC draft budget with the LCEDC Executive Committee. A detailed draft budget will be presented at the October LCEDC Executive Committee meeting. Final budget will be presented in November to LCEDC Executive Committee and Board.
- E. Staff Evaluations:** Close reviewed how LCEDC staff evaluations are conducted with the LCEDC Executive Committee. Staff evaluation will be done in October. The Executive Director and Assistant Director will evaluate the part-time staff, the Executive Director evaluates the Assistant Director, and the Executive Committee evaluates the Executive Director. Evaluation forms for the Executive Director was distributed and are to be brought back to the President at the October LCEDC Executive Committee meeting.
- F. Review LCEDC 2021 Goals and Action Items:** Close reviewed and updated the LCEDC Executive Committee on LCEDC's 2021 Goals and the progress on reaching the goals of filling vacant buildings, workforce education, tourism, broadband, and capacity building.
- G. Review and Approve Incubator Office Lease:** Close provided the LCEDC Executive Committee an incubator one-year lease with Forward Service Corporation starting October 1, 2021.

**Motion by Nye, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve the incubator lease agreement between LCEDC and Forward Service Corporation. All Ayes. Motion Carried.**

- H. Broadband Update:** Close updated the LCEDC Executive Committee that Wittenberg Telephone Company/Cirinity has submitted a broadband grant application to the PSC for a total project cost of \$995,000 to lay fiber to two communication towers that will provide up to 158 residents and 13 businesses and allow the county to have one fiber network controlling its valuable Emergency Medical Services network. Grant award will be announced later in September.
- I. State, Federal, and Local Business Grants Update:** Close updated the LCEDC Executive Committee on Langlade County businesses that received state, federal, and local business grants related to COVID-19 pandemic. Close presented information on the Destination Marketing Organization Grant that if approved would fund 25% of destination marketing expenses in 2019 to be used for future destination marketing. LCEDC is waiting on clarification on some questions.

**Motion by Koszarek, second by Nye to recommend to the LCEDC Board under the consent agenda to approve LCEDC to apply for the Destination Marketing Organization Grant Program if eligible. All Ayes. Motion Carried.**

LCEDC staff has written seven Mainstreet Bounce Back Grant letters. LCEDC has received seventeen CDBG Micro Enterprise Business Grant applications. Close is working with DEHCR to get the CDBG grants approved. Close has forwarded on the Arts Board Grant to appropriate groups.

- J. Entrepreneurs Program Update:** Close updated that LCEDC Executive Committee that the Fall 2021 Entrepreneurial Training Program (ETP) Orientation had six people in person and seven virtual people attend the orientation. There are six students already registered for the ETP class. Class starts on September 23 in person

and virtually for 9 Thursdays. Graduation will be November 18. Business plans will be presented at the December LCEDC Executive Committee meeting.

- K. Discuss Welcome Center Hours:** Close presented information on Welcome Center attendance through the summer. There has been 613 people come through the Welcome Center when staffed by LCEDC since June 12. The highest attended day of the week is Saturdays. Discussion was held to change the Welcome Center staffing hours to the following: Thursdays closed at 4 pm, Fridays closed at 6 pm, and Saturdays opening at 10 am after Farmers Market is done.
- L. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee on the following items:
- **Welcome Center:** 1,089 items have been taken from the Welcome Center from April 1 to September 6. 530 items have been taken since the last report on July 12 through Labor Day. The number of items available have increased from 31 to 47 offering since the Welcome Center has opened. The Welcome Center interior is still being enhanced with wall graphics and reception desk. LCEDC staff is working with the Museum for a grand opening either October 12 or 20 from 5-7 pm. LCEDC staff is working on developing a volunteer staff for when LCEDC staff are unable to cover hours.
  - **Arrivalist Data:** Arrivalist second quarter data was presented. Langlade County's visitation and length of stay ranks remained relatively consistent in the quarter from 2019-2021, which reinforces that when visitors come to Langlade County, they tend to stay for longer periods of time than in other Wisconsin counties. The most popular day was the Friday before Memorial Day.
  - **Antigo Ice Age Trail Community:** LCEDC is working with the City of Antigo and the Langlade County Ice Age Trail Alliance on marketing the new designation.
  - **Travel Wisconsin Reports:** The hiking and biking reports on TravelWisconsin.com is still active but not visible on their home page as the Fall Color Report is now live. LCEDC staff is still updating all reports.
  - **Marketing:** LCEDC at the end of August started a new social media campaign promoting Langlade County fall colors. The paid promotion is only visible to outdoor enthusiast in the Fox Valley, Milwaukee, Madison, and Chicago areas. Jack Lake Campground's website has been updated with fall reservation information.
- M. LCEDC Board Meeting Date Discussion:** Close informed the LCEDC Executive Committee that the LCEDC Board meeting was originally scheduled for September 20 will need to be move to September 27 as there is Langlade County Board meeting scheduled on September 20. A notice will be sent out to the LCEDC Board on the date change.
- N. Update on Any Other Economic Development Corporation Activities:** Close informed the LCEDC Executive Committee that she will be attending the WEDA Conference at the end of September. In addition, Close will be registering for IEDC course on how to become EDP certified.

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

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

**Adjourn:** Motion by Nye, second by Koszarek to adjourn at 5:19 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

