

## MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, January 31, 2022

**Members Present:** Dillon Gretzinger, Thomas Bauknecht, Ron Nye, Bill Brandt, Dave Krochalk, Fred Westphal, Tammy Walrath

**Members Present by Conferenced:** Joel Zalewski, Sarah Koszarek, Michael Hunter, Lynn D'Amato,

**Members Excused:**

**Others Present:** Angie Close, Keri Beck

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

**Public Comment:** No public comment.

**Introductions for Board Members and potential new board member:** LCEDC Board did introductions for the potential new board member.

**Approve the Appointment of Tammy Walrath, Director of Resource Development at the Boys & Girls Club of the Northwoods to the LCEDC Board of Directors for 3 Year Term ending 12/31/24:** Tammy Walrath was introduced to the board as a potential new LCEDC Board member.

**Motion by Brandt, second by Westphal to approve Tammy Walrath to the Langlade County Economic Development Board of Directors for a 3-year term ending December 31, 2024. All Ayes. Motion Carried.**

**Minutes of Previous Economic Development Board Meeting:** Motion by Bauknecht, second by Nye to approve the minutes from November 15, 2021. All Ayes. Motion Carried.

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

**Closed Session:** At 4:35 PM, motion by Nye, second by Brandt, to move into closed session pursuant to Wis. Stats. Section 19.85 (1) (e), to review a Langlade County Economic Development Loan request, review current Revolving Loan Fund status and current loan recipients, and to update on the Central Wisconsin Economic Development Loan Fund. Roll call vote. 11 Ayes. Motion Carried.

**Open Session:** At 4:55 PM, motion by Brandt, second by Nye to return to open session. All Ayes. Motion Carried.

**Action 1:** Motion by Brandt, second by Bauknecht, to accept the recommendation of the Loan Review Board contingent upon approval of other financing on the Revolving Loan Fund loan request for the purchase of Riverview Golf Course. All Ayes. Motion Carried.

Information only on the current Revolving Loan Fund status, current loan recipients, and CWED loan fund update. No action taken.

**Economic Development Corporation:**

**a) Approve LCEDC Budget vs Actual Report:** Close reviewed the LCEDC budget vs actual report with the 2021 carryovers. The increase in January's expenditures is due to business insurance and HSA expenses. A yearly transfer to the LCEDC reserve account is commended.

**Motion by Krochalk, second by Hunter to approve the LCEDC budget vs actual report as presented. All Ayes. Motion Carried.**

**Motion by Hunter, second by Westphal to approve the transfer of \$5,000 from the general fund to the Reserve Fund Yearly Transfer account. All Ayes. Motion Carried.**

**b) Review and Amend 2022 Budget:** Close updated the LCEDC Board on the LCEDC carryovers from 2021, which changed the 2022 LCEDC budgeted amounts.

**Motion by Nye, second by Bauknecht to approve the amended 2022 LCEDC Budget as presented. All Ayes. Motion Carried.**

**c) Paycheck Protection Loan Forgiveness Update:** Close update the LCEDC Board that the LCEDC Paycheck Protection Loan is still in the process of being forgiven. The loan is in review with QuickBooks Capital. Additional items were requested in January. Kerber Rose will handle the forgiveness if not forgiven by the middle of February. No loan payments have been requested.

**d) Discuss LCEDC Yearly Audit Review Date:** Close informed the LCEDC Board that LCEDC's yearly audit will be on March 2, 2022.

**e) Discuss Annual Meeting Date and Program:** Close informed the LCEDC Board that the Annual LCEDC Meeting will be held at 4:30 pm on May 16, 2022. Nye and Krochalk have filed non-candidacy papers for the April Langlade County Board of Supervisors election. Both are appointed to the LCEDC Board by Langlade County. LCEDC will have another meeting before they have completed their Langlade County terms in April. The UW Business on economic over view and Regional Planning Regional Recovery Report will be presented at the LCEDC Annual Meeting. Contact Close with additional presentation suggestions.

- f) **State, Federal, and Local Business Grants Update:** Close updated the LCEDC Board that the Neighborhood Investment Grant and Tourism Capital Grant should be announced next week. The PSC Broadband Grant is due in March. Langlade County is looking at establishing a Broadband Commission. Close attended the Towns Association meeting in January as ARPA dollars can be used as match for broadband. The Langlade County Micro Business CDBG Grant is working on getting the eighteen applications approved by the Wisconsin Department of Administration. Close is working on collecting business data for the SBA Navigator Grant through Nicolet College. The City of Antigo 5<sup>th</sup> Avenue Lincoln Street to Western Avenue CDBG Grant is having a desk monitoring on February 17, 2022. The City is also applying for the 2023 CDBG project. There have been 18 Langlade County businesses that have received the Mainstreet Bounce Back Grant for vacant spaces. An additional two letters have been written last weeks for business that are applying for this grant.
- g) **Update on 2022 Entrepreneurs Program:** Close informed the LCEDC Board that the dates have been set for the 2022 Entrepreneurs Training Program. The Orientation Day will be on February 17 at 5:30 pm. The ETP class will be back in house. The spring class will start March 3 with graduation on April 28. Four have already registered for the class. The Fall 2021 Business Start-Up Grants were awarded under the consent agenda, but business plans are available to view upon request.
- h) **Review LCEDC's Pillars:** Close reviewed with the LCEDC Board the five LCEDC pillars. Contact Close with ideas of any adjustments with the pillars.
- i) **Discuss LCEDC Welcome Center Aide/Assistant:** Close informed the LCEDC Board that the LCEDC is planning on hiring for the Travel Aide position. The LCEDC Executive Committee will be looking at the Travel Aide job description to update with grant duties and adjust number of hours.
- j) **Tourism Update:** Close updated the LCEDC Board that LCEDC is helping the Antigo Lions Club write for a JEM Grant through the Wisconsin Department of Tourism for marketing of the Antigo Off-Road Races. If awarded the first year is 75% of the marketing dollars. The 2022 Langlade County Visitor Guides arrived on Tuesday. Just in time for the Green Bay RV & Camping Show. The show was extremely busy this past weekend. Additional guides had to be sent to the show on Saturday. The Welcome Center is on winter hours. The center is open on Monday, Thursday, Friday, and Saturday. In the 6.5 months of being open, there has been 1,166 people that have come through the Welcome Center. An additional 628 visited Santa in front of the Welcome Center fireplace in the 5 days he was there. LCEDC staff is finalizing the rest of the social media videos with Discover Mediaworks. The snowmobiling and downhill skiing social media videos are being utilized in separate paid campaigns. Sixty inquires with 128 items have been mailed out in January. The Winter Snow Report on Travel Wisconsin is being updated twice weekly. Print ads have been placed in the Health & Fitness Edition in the Antigo Daily Journal, Langlade County Resource Guide produced by the Antigo Times, and Travel Wisconsin' 2022 Travel Guide.
- k) **Discuss LCEDC Upcoming Events and Activities:** Close informed the LCEDC Board that she will be attending the Governors Conference on Economic Development February 9-11, while Beck will be attending the Governors Conference on Tourism on March 13-15.

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

**Future Agenda Items and set date for next meeting (action item):** No future agenda items were brought forward. The next LCEDC Board meeting date will be determined if there is an approved revolving loan application before the Annual Meeting on May 16, 2022.

**Adjourn:** Motion by Krochalk, second by Bauknecht to adjourn at 5:26 p.m. All Ayes. Motion Carried.

Respectfully submitted, Dillon Gretzinger, President

*Ron Ny* Acting Pres.