

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
February 7, 2022**

Members Present: Dillon Gretzinger, Thomas Bauknecht, Ron Nye

Members Present by Conference: Sarah Koszarek, Lynn D'Amato

Members Excused:

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 Bauknecht, to approve the minutes from January 10, 2022. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Review and Approve Payments of Bills:** Close reviewed the January 2022 LCEDC bills with the LCEDC Executive Committee.

Motion by Bauknecht, second by Nye to recommend to the LCEDC Board under the consent agenda to approve the January 2022 LCEDC invoices as presented. All Ayes. Motion Carried.

- B. Approve 2022 WPS Contributions:** Close informed the LCEDC Committee that LCEDC has received a donation from WPS.

Motion by Nye, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to accept the 2022 Wisconsin Public Service (WPS) contribution. All Ayes. Motion Carried.

- C. Update on City of Antigo Hotel/Motel Funding:** Close updated the LCEDC Executive Committee that LCEDC staff presented the 2021 LCEDC Destination Marketing results and proposal for 2022 to the City of Antigo Hotel/Motel Committee meeting. LCEDC will be receiving \$43,468.77 for 2022 Destination Marketing. Concerns that the 2022 Langlade County Visitor Guide does not highlight all Langlade County lodging and dining was express by the committee. The guide highlights the Chamber members. The City of Antigo's agreement with the Antigo/Langlade County Chamber of Commerce ends on December 31, 2022. Determination of the designated tourism entity will be made in June 2022. Non-hotel lodging like Airbnb, VRBO, and bed and breakfasts are now paying room taxes.

- D. Discuss LCEDC Employment Needs with Possible Action:** Close updated the LCEDC Executive Committee that after discussion the Travel Aide/Grant Assistant position will have different hours than prior travel aide. As approved in the 2022 LCEDC budget, the position will pay \$13.00 per hour for a 15-16 hour work week without benefits. This position could transition into a full-time position if the right person is hired. The hiring committee (Nye, Gretzinger, Bauknecht, and Koszarek) will meet the week after the application deadline of approximately March 11. Discussion Only.

- E. Review LCEDC Employee Handbook with Possible Action:** Close reviewed all the prior approved LCEDC Employee Handbook updates with the LCEDC Executive Committee.

Motion by Nye, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to approve the LCEDC Employee Handbook as presented. All Ayes. Motion Carried.

- F. LCEDC Revolving Loan Fund Recipients and CWED Update:** Close updated the LCEDC Executive Committee that the Loan Review Board did approve Riverview Golf Course's LCEDC Revolving Loan Fund loan for \$35,000. There will be another Loan Review Board meeting on February 15 for another Revolving Loan Fund application for \$50,000. If approved, there will be a full LCEDC Board of Directors meeting on February 21 at 4:30 pm. If this loan application is approved and additional loan applications are received, LCEDC could write for a USDA Grant to refund the Revolving Loan Fund. Update only.

- G. State, Federal, and Local Business Grants Update:** Close updated the LCEDC Executive Committee that the Affordable Connectivity Program has been extended. Eligible income-based households may receive a discount of up to \$30 per month for their internet service (locally Frontier, Spectrum, and Cirrinity) through this program.

- H. Review LCEDC Tourism and Economic Development Marketing Proposals:** Close informed the LCEDC Executive Committee that LCEDC staff has been working with three marketing agencies (Kim Swisher Communication, Social Siren Marketing, and Vival) for proposals to increase awareness of LCEDC economic development offerings. All quotes were close in price but still over the approved budgeted amount of \$18,500. Staff will work on selected entity on scaling back the marketing dollars.

- I. Tourism Capital Grant Update:** Close updated the LCEDC Executive Committee that LCEDC staff has received notification that LCEDC's grant application was not selected for the Tourism Capital Grant to purchase the lots south of the Langlade County Historical Society for additional parking with charging stations.

- J. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee that all Discover Mediaworks videos have been approved.

- K. Update on Any Other Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee that all Entrepreneurial Start-Up Grant recipients were notified on their award. Close has received two thank you letters already. Close has been working with Cirrinity for a \$2.7 million March broadband grant submission for 65-miles of fiber to homes with 10 MB capabilities in the Towns of Rolling, Norwood, and Polar.

The grant is requesting \$1.65 million with the rest as match. The Town of Polar already has approved \$50,000 match dollars. Close will be presenting at the Town of Rolling and Norwood town meetings. Close reported that Spectrum's Langlade County RDOF (Rural Digital Opportunity Fund) award will not allow other broadband providers to apply for grants in Spectrum's awarded areas. Langlade County is in discussion to transition the Langlade County Broadband Task Force to a Broadband Commission. If the broadband commission is under LCEDC, LCEDC can be used as a pass through. Close will be meeting with the County Administration to discuss who the Broadband Commission will be under.

Old Business: No old business was discussed.

New Business & Meeting Date: The next LCEDC Executive Committee meeting will be at 4:00 pm on March 7, 2022.

Adjourn: Motion by Bauknecht, second by Koszarek to adjourn at 4:56 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

A handwritten signature in cursive script that reads "Thomas Bauknecht". The signature is written in dark ink and is positioned in the lower-left quadrant of the page.