

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
May 2, 2022**

Members Present: Thomas Bauknecht, Sarah Koszarek

Members Present by Conference: Lynn D'Amato

Members Excused: Dillon Gretzinger

Others Present: Angie Close, Keri Beck

Meeting was called to order by Vice-President Thomas Bauknecht at 4:00 pm.

Public Comment: None

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Koszarek, second by Bauknecht, to approve the minutes from February 7, 2022. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Review and Approve Payments of Bills:** Close reviewed the February, March, and April 2022 LCEDC bills with the LCEDC Executive Committee. Close noted that the March and April bills were higher due to the Destination Marketing Grant and the marketing agreement for EDC and tourism.

Motion by Koszarek, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to approve the February, March, and April 2022 LCEDC invoices as presented. All Ayes. Motion Carried.

- B. Review Budget vs Actual Report:** Close reviewed the current budget vs actual report and the draft 2021 financial statement with the LCEDC Executive Committee. The LCEDC financial review for 2021 found no findings or changes going forward. KerberRose will be presenting the 2021 LCEDC's Financial Statement at LCEDC's Annual Meeting in May. Information only.
- C. Discuss Cellular Phone Allowance for Assistant Director:** Close reviewed with the LCEDC Executive Committee that current LCEDC full-time employees receive a \$35 per month stipend for cell phone use, except for the Executive Director. The Assistant Director has had higher cell phone usage.

Motion by Bauknecht, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve reimbursing the Assistant Director for cell phone use up to \$40 per month going forward and retroactive to January 1, 2022. All Ayes. Motion Carried.

- D. Update on Welcome Center Assistant Position:** Close updated the LCEDC Executive Committee that four people were interviewed for the Welcome Center Assistant Position. Two part-time employees were hired. The corporation's insurance does not need to be changed for the new hires. Both hires will be going to college in August, so the position will be reposted this summer. Training started for one of the hires while the other part-time employee will start in the middle of May as she is a college student.
- E. LCEDC Revolving Loan Fund Recipients and CWED Update:** Close updated the LCEDC Executive Committee on RLF, CDF, and ER-RLF loans. One RLF loan paid in full in April while two RLF loans closed in March. The CWED fund was utilized in one of these loan packages that closed in March. Update only.
- F. State, Federal, and Local Business Grants Update:** Close reviewed with the LCEDC Executive Committee the City of Antigo Façade and Downtown Entrepreneurial Grant remaining amounts. Close will be presenting at the City of Antigo Economic Development meeting to utilize the remaining funds along with the LCEDC's Downtown Suick Family Foundation fund to create a City of Antigo Downtown Search Grant Program. The program is designed to assist Antigo's downtown businesses that were significantly impacted by the pandemic and/or provide financial assistance to property owners/tenants looking to improve/restore/rehabilitate their commercial businesses. Updates on new or expanding businesses in Antigo, Elcho, and White Lake was given.
- G. Update on ETP Program:** Close updated the LCEDC Executive Committee that three Spring ETP students graduated last week with another two students needing to turn in their business plans. The ETP Business Plan Start Up Grant presentations will be held at the June LCEDC Executive Committee meeting. Update was given on the potential amount to be awarded.
- H. Update on LCEDC Tourism and Economic Development Marketing:** Close updated the LCEDC Executive Committee that Social Siren Marketing was chosen for the social, digital, and Google marketing for economic development and tourism. The Welcome Center was added to Google My Business.
- I. Discuss LCEDC Annual Meeting:** Close informed the LCEDC Executive Committee that LCEDC's Annual meeting will be held at 4:30 pm on Monday, May 16, 2022. The meeting will be offered virtually. LCEDC staff have been notified that Warren Wagner and Sally Mulhollon were appointed by the Langlade County to the LCEDC Board of Directors. LCEDC elections for President, Vice-President, and Secretary/Treasure will be held at the annual meeting.
- J. Langlade County Tourism Update:** Beck updated the LCEDC Executive Committee that new Langlade County Tourism logos have been created along with a new EDC logo. The new logos incorporate the trees from the Welcome Center to show association among the entities. LCEDC is now working with Lisa Haefs for monthly blogs for tourism and economic development. The first two tourism blogs are posted on the tourism website. Beck has been working with the City of Antigo and Langlade County Forestry, Park & Recreation Department staff to finalize the Go To Spot order. LCEDC staff has been working with the Antigo Lions Club and the Langlade County Fair for additional marketing of the Antigo Off-Road Races and Charlie Berens. LCEDC staff has been

working on multiple print ads. The Welcome Center will be hosting the Langlade County Historical Society YouTube Channel Launch Party on May 12. This event is a partnership between the 4-H Tech Changemakers and the Historical Society.

- K. **Update on Any Other Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee that she presented information on the collaborative effort of getting the Nicolet-Wolf River Scenic Byway designation at the Northwoods Rural Summit in Marshfield. It took over 10 years to get the scenic byway designation. Close presented at Nicolet College on tier childcare partnerships.

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 6, 2022.

Adjourn: Motion by Koszarek, second by Bauknecht to adjourn at 4:53 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 below the typed text of the meeting minutes.