

## MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, May 16, 2022

**Members Present:** Dillon Gretzinger, Thomas Bauknecht, Bill Brandt, Joel Zalewski, Sarah Koszarek, Tammy Walrath, Sally Mulhollon

**Members Present by Conferenced:** Fred Westphal,

**Members Excused:** Michael Hunter, Lynn D'Amato, Warren Wagner

**Others Present:** Angie Close, Keri Beck, Zachary Linsmeyer – conferenced in

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

**Public Comment:** No public comment.

**Minutes of Previous Economic Development Board Meeting:** Motion by Bauknecht, second by Mulhollon to approve the minutes from February 21, 2022. All Ayes. Motion Carried.

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

**Kerber Rose CPA LCEDC 2021 Financial Presentation:** Linsmeyer presented the 2021 LCEDC Financial Review to the LCEDC Board.

**Approve 2021 Financial Report:**

**Motion by Brandt, second by Bauknecht to approve the 2021 LCEDC Financial Report as presented by Kerber Rose. All Ayes. Motion Carried.**

**Review and Approve Budget vs Actual Report and Financial Report for April:** Close reviewed the current LCEDC budget vs actual report with the LCEDC Board.

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

**Economic Overview and Presentation of 2021 LCEDC Annual Report:** Close presented the 2021 LCEDC Annual Report to the LCEDC Board while highlighting the economic overview from LCEDC efforts.

**Approve 2021 Annual Report**

**Motion by Zalewski, second by Koszarek to approve the 2021 LCEDC Annual Report as presented. All Ayes. Motion Carried.**

**Loan Funds Update:** Close updated the LCEDC Board on the RLF, ER-RLF, CDF, and PIF loan recipients and loan fund balance. There were two revolving loans that have closed, while one RLF and one PIF loan were paid in full. Information Only.

LCEDC Board Members Ter Update Including Loan Review Board:

**Annual Election of LCED Board Officers; President, Vice President, and Secretary/Treasurer:** Close reviewed the current LCEDC Board Officers with the LCEDC Board.

Nominations were opened for the President of the LCEDC Board. Gretzinger nominated **Tom Bauknecht** as President of the Economic Development Corporation Board, motion by Brandt to close the nominations and cast a unanimous ballot for Bauknecht, second by Zalewski. All Ayes. Motion Carried.

Nominations were opened for the Vice-President of the LCEDC Board. Motion by Gretzinger to nominate **Sarah Koszarek** as Vice-President of the Economic Development Corporation Board, motion by Brandt to close the nominations and cast a unanimous ballot for Koszarek, second by Zalewski. All Ayes. Motion Carried.

Nominations were opened for the Secretary/Treasurer of the LCEDC Board. Motion by Gretzinger to nominate **Warren Wagner** as Secretary/Treasurer of the Economic Development Corporation Board, motion by Koszarek to close the nominations and cast a unanimous ballot for Wagner, second by Bauknecht. All Ayes. Motion Carried.

**Annual Election of LCEDC Executive Committee Officers:** Close reviewed LCEDC Executive Committee at large members and structure.

**Motion by Bauknecht, second by Koszarek to approve Gretzinger to remain on the LCEDC Executive Committee as an at large member. All Ayes. Motion Carried.**

Nominations were opened for the LCEDC Executive Committee Member. Gretzinger nominated **Tammy Walrath** for the LCEDC Executive Committee as an at large member, motion by Koszarek to close the nominations and cast a unanimous ballot for Walrath, second by Bauknecht. All Ayes. Motion Carried.

**Appoint LCEDC Board Member to Loan Review Board:** Close updated the LCEDC Board that there is one position opening on the LCEDC Loan Review Board.

**Motion by Brandt, second by Zalewski to appoint Tammy Walrath to the LCEDC Loan Review Board. All Ayes. Motion Carried.**

**Langlade County Tourism Update:** Beck updated the LCEDC Board on the following tourism items:

- Beck has been working with Forestry & Recreation Department and Sarah Repp at the City on Go To Spots. The signs have been ordered.
- LCEDC hired two part-time Welcome Center Assistants for the summer.
- LCEDC worked with One 10 Graphics on a new Langlade County Tourism logo to increase branding.
- Contracted with Social Siren Marketing new digital marketing campaigns and to add the Antigo · Langlade County Welcome Center has been added to Google My Business
- Contracting with Lisa Haefs for monthly tourism blogs. Two articles have been uploaded on the tourism website. The articles were on the fishing opener and Suick Lures.
- The Antigo Lions Club was awarded the JEM Grant for marketing the Antigo Off-Road Races.
- The Hiking and Biking Report went live on Travel Wisconsin in March. Beck is updating the reports weekly.
- Seven print ads have been submitted for publications in various guides and magazines.
- Langlade County: County of Trails Facebook page has seen an increase on posts trail condition posts. The post about the ATV Trails will not be opening May 1st reached 12,293 people with 500 engagements, while the recent post on the ATV Trails opening has reach 17,000+ people and is still growing.
- LCEDC recently partnered with 4-H Tech Changemakers and Langlade County Historical Society for a YouTube Channel Launch Party on at the Welcome Center.
- Close presented the collaborative effort to get the Nicolet – Wolf River Scenic Byway designation and economic impact of the designation at the Wisconsin Rural Summit in Marshfield.

**Update on Other Economic Development Corporation Activities:** Close update the LCEDC Board on the following items:

- a. New Logo Design: One 10 Graphics developed a new logo for economic development to incorporate some of the logo from the Welcome Center to show association among the entities. The EDC website has a new design with the new logo.
- b. Broadband: The Langlade County Broadband Commission recently met. The speed testing is still open. LCEDC is continues to market so Langlade County residents will take the speed test to capture as many residents' broadband capabilities. This data will be used for broadband grant applications that are due in September. Close will be attending the Towns Association meeting in June to present broadband information.
- c. Entrepreneurship: The Spring ETP class graduated 5 students. The graduates will be presenting at the June LCEDC Executive Committee for the ETP Business Start Up Grant.
- d. State, Federal and Local Business Grants Update:
  - The Mainstreet Bounce Back Grant for vacant spaces has been extended to the end of 2022. Thirty Langlade County business have received this grant of which 18 of these businesses are located in downtown business district of Antigo. The grant requires the property to be vacant at the time of application and have a signed one-year lease or purchase of the property. LCEDC has marketed the grant on the LCEDC website, in the e-newsletter, radio and on EDC social media. Close also has been in contact with local accountants and bankers to make them aware of the grant for their clients.
  - In 2021, Langlade County was appointed to the CWED Fund. Three Langlade County businesses have closed on over \$590,000 in CWED loans since December 2021 for gap financing. Close has worked with these Langlade County business to obtain these loans with CWED.
  - Close will be presenting PACE Program to the Langlade County Board for business energy financing improvements and equipment. Being that the PACE Program uses tax assessments, the Langlade County Board would have to approve an ordinance and resolution of the program. If approved, there is one large White Lake project that could use this program.
  - Waukesha Bearings is holding its 50<sup>th</sup> Anniversary celebration. State representatives will be present.

**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 the on August 15, 2022.

**Adjourn:** Motion by Bauknecht, second by Koszarek to adjourn at 5:35 p.m. All Ayes. Motion Carried.

Respectfully submitted, Dillon Gretzinger, President

