

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, February 20, 2023

Members Present: Thomas Bauknecht, Warren Wagner, Andrew Hessedal, Bill Brandt, Tammy Walrath, Sally Mulhollon

Members Present by Conferenced: Joel Zalewski, Fred Westphal, Dillon Gretzinger, Lynn D'Amato

Members Excused: Sarah Koszarek

Others Present: Angie Close, Keri Beck

Meeting was called to order at 4:30 p.m. by President Thomas Bauknecht.

Public Comment: No public comment.

Recognizing Michael Hunter for years served: Close recognized Michael Hunter for the years served on the LCEDC Board of Directors.

Introduction of Board Members and potential new board members: LCEDC Board members introduced themselves to the potential new board member.

Approve the Appointment of Andrew Hessedal, President of Innovative Industries Incorporated to the LCEDC Board of Directors for 3-Year Term ending 12/31/25 and re-appointing Sarah Koszarek for 3-year term ending 12/31/25: Andrew Hessedal was introduced to the board as a potential new LCEDC Board member.

Motion by Brandt, second by Wagner to approve Andrew Hessedal to the Langlade County Economic Development Board of Directors for a 3-year term ending December 31, 2025 and re-appoint Sarah Koszarek for 3-year term ending December 31, 2025. All Ayes. Motion Carried.

Minutes of Previous Economic Development Board Meeting: Motion by Wagner, second by Walrath to approve the minutes from November 14, 2022. All Ayes. Motion Carried.

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

Economic Development Corporation:

a) Approve LCEDC Budget vs Actual and Financial Report: Close reviewed the LCEDC budget vs actual report and financial statements with LCEDC Board. Close noted that LCEDC's reserve account transfer will be done after Kerber Rose financial review.

Motion by Wagner, second by Walrath to approve the LCEDC budget vs actual and financial report as presented. All Ayes. Motion Carried.

- b) LCEDC Revolving Loan Fund Recipients and CWED Update:** Close reviewed the update RLF, ER-RLF, and CDF loans year ending 2022 and January 31, 2023. There were five new RLF loans in 2022 and five RLF loans that paid off. Close is working with one CDF loan recipient on past due payments. There are two potential LCEDC RLF loans in the works. If the RLF does not have adequate funding available for these loans, the business can apply for a CWED loan. Update only.
- c) State, Federal, and Local Business Grants Update:** Close reported to the LCEDC Board that Langlade County had fifty-four (54) Mainstreet Bounceback Grant applications. Fifty (50) Langlade County businesses were awarded, resulting in \$500,000 for Langlade County businesses. Some businesses were denied as the fund ran out towards the end of December 2022. Governor Evers' budget proposal does include refunding of the Mainstreet Bounceback Program and adding technical business assistance to include local micro loan funds administered by local EDCs. The only business grant program available right now is the Langlade County CDBG-CV Microbusiness Grant that is available through May 2023.
- d) Update on Entrepreneurs Program:** Close highlighted the impact of the LCEDC Entrepreneurial Training Program. The \$120,000 investment by the Suick Family Foundation and AT&T has resulted in 102 students graduating the program with 39 new businesses opened. Thirty-two businesses remain open as seven have closed, moved, or sold. The funds have paid for business startup grants, class reimbursement, operational costs, and marketing of the program.
- e) LCEDC Annual Audit/Preparation of 990 Update:** Close informed the LCEDC Board that Kerber Rose will be conducting LCEDC's nonprofit standard financial review on Thursday, March 2.
- f) LCEDC Annual Meeting Discussion and Date:** Close informed the LCEDC Board that the LCEDC Annual Meeting will be in the LCEDC Conference room on Monday, May 15, 2023. Election of LCEDC officers will be held at the meeting. A Langlade County economic overview presentation will be given highlighting information on housing, childcare, workforce, and broadband.
- g) LCEDC Tourism Update:** Beck updated the LCEDC Board on the following:
- The Go To Spots lumber has been purchased from Wilhelm Lumber and Builder Service.
 - The Welcome Center was decorated for Christmas. There was 466 kids and parents that visited Santa in front of the Welcome Center fireplace.
 - The 2023 Langlade County Visitor Guide was received on January 23, 2023. The guides were taken to the Green Bay RV & Camping Show that week. Participants took 675 guides along with 377 Langlade County ATV/UTV Maps, Jack Lake Campground brochures, and Jack Lake Primitive Camping brochures.

- LCEDC was designated by the City of Antigo Hotel/Motel Room Commission as the tourism entity. More clarification is coming this week at Wednesday's Commission meeting.
 - Tourism website had some upgrades in December. The itinerary builder (Build My Adventure) launched Dec 1st. Users can now select the heart icons to create a list of places to stay, play, dine, shop, and attend (events). The selected items can be adjusted, saved, and printed. Another feature added is "Narrow Your Search" on the Trail Reports page so users can find the activity on the trail report page easier than scrolling through the whole page
 - LCEDC staff continues to update Winter Snow report on Travel Wisconsin. Snowshoeing, skijoring, and winter fat biking has been added to the cross-country ski trail report. Beck has worked with the local clubs to add the information.
 - LCEDC wrote a letter of support for an ATV trail connector route and additional snowmobile brush funding after the December 15, 2022 ice storm for Langlade County.
 - FAM Tour article was released on The Manual mentioning Langlade County's Nicolet Roache Mountain Bike Trail. Article can be read at <https://www.themanual.com/travel/off-road-travel-guide-for-wisconsin>. This was the result of the September FAM Tour writer that visited Langlade County.
 - There were 170 people that checked in during the Mammoth Hike Challenge that occurred in October in Antigo.
 - Beck had a tourism booth at the Unified School District of Antigo's Middle School Parents Night in December. Fifty-eight items were taken in the 1.5-hour event = 37 guides and 21 Everbridge brochures.
 - AAA Living highlighted Jack Lake Cross Country Ski Trails. LCEDC submitted photos to Forestry Department, but LCEDC's was not selected.
 - Submitted three photos with captions to the Department of Transportation for their scenic byway website page on the Nicolet-Wolf River Scenic Byway.
- h) Update on Other Economic Development Corporation Activities:** Close updated the LCEDC Board on the following:
- LCEDC and NTC Antigo created a new Langlade County Human Resource Group. The first meeting was held in January and will be held every other month. The purpose of the group is to share challenges and best practices to help retain and attract employees.
 - LCEDC will be applying for the childcare Dream Up Grant. If awarded, LCEDC will be the Core lead along with partners throughout the County.
 - Cirrinity has submitted a PSC grant for a Langlade County Fiber Project in the Towns of Summit, Vilas and Summit. A contribution of \$200,000 from the County and Towns have been secured as a match towards this project if awarded. The BEAD dollars are becoming available and Langlade County has sent a letter of intent to apply for the individual BEAD Planning Grant. This could be up to \$17,000 for planning purposes.
 - Close assisted the Antigo Lions Club on submitting their 3rd and final JEM Grant application.
 - Zaleski updated the progress of the YMCA Task Force. The major partners have been meeting, but the Unified School District is doing a large facility review. A Workforce Innovations Grant may become available for a project like this.
- i) Review 2023 Executive and Board Meeting Dates:** Close informed the LCEDC Board that the 2023 LCEDC Board meetings will be May 15, August 21, October 16, and November 13. The LCEDC Board agreed to move the meeting time to 4:00 pm instead of 4:30 to accommodate shared Langlade County Board member if there is possibly a Langlade County Board meeting on the same day.

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 at 4:00 pm for the LCEDC Annual Meeting on May 15, 2023.

Adjourn: Motion by Walrath, second by Wagner to adjourn at 5:10 p.m. All Ayes. Motion Carried.

Respectfully submitted, Thomas Bauknecht, President

