

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, October 16, 2023

Members Present: Thomas Bauknecht, Warren Wagner, Andrew Hessedal, Joel Zalewski, Tammy Walrath, Sally Mulhollon, Dillon Gretzinger, Terry Brand

Members Present by Conferenced: Lynn D'Amato, Fred Westphal

Members Excused: Sarah Koszarek

Others Present: Angie Close, Keri Beck

Meeting was called to order at 4:00 p.m. by President Thomas Bauknecht.

Public Comment: No public comment.

Minutes of Previous Economic Development Board Meeting: Motion by Walrath, second by Hessedal to approve the minutes from August 14, 2023. All Ayes. Motion Carried.

Consent Agenda: Motion by Wagner, second by Zalewski to approve the Consent Agenda. All Ayes. Motion Carried.

Closed Session: At 4:01 PM, motion by Wagner, second by Brand, to move into closed session pursuant to Wis. Stats. Section 19.85 (1) (e), to review one (1) Langlade County Economic Development Loan requests, review current Revolving Loan Fund status and current loan recipients, and to update on the Central Wisconsin Economic Development Loan Fund. Roll call vote. 10 Ayes. Motion Carried.

Open Session: At 4:28 PM, motion by Brand, second by Gretzinger to return to open session. All Ayes. Motion Carried.

Action 1: Motion by Brand, second by Gretzinger, to approve Chapman Chi, LLC a LCEDC Revolving Loan Fund request not to exceed \$16,875 for a real estate purchase contingent upon a favorable property evaluation; however, if the property evaluation was not favorable, the Loan Review Board to review the project and approve the project as seen fit. The real estate loan will be amortized for 15-years with a balloon due in 5-years at an interest rate of 7.00%. All ayes. Motion carried.

TERMS:

- \$16,875 Langlade County Economic Development Corporation Revolving Loan Fund real estate loan will be issued to Chapman Chi, LLC with an amortization schedule of fifteen (15) years with a balloon due in five (5) years and at seven-point zero percent (7.00%) interest rate.

Security

- 2nd REM to Abby Bank on the commercial building located at 813-815 Fifth Avenue, Antigo, WI 54409
- Personal guarantees from Rhonda Drexler

Matching Funds:

- \$84,375 match from Abby Bank
- \$11,250 owner cash investment (Rhonda Drexler)

Payment Amount: Monthly approx. \$151.72 amortized at 15-years with a balloon due in 5-years.

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 and Financial Report:** Close reviewed the LCEDC current budget vs actual report and financial statements with LCEDC Board. Close noted additional grant administration income.

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

b) **CoVantage Binding Arbitration of Claims and Disputes Agreement:** Close informed the LCEDC Board that LCEDC is a member of CoVantage Credit Union. LCEDC did receive the Binding Arbitration of Claims and Disputes letter. Close explained that with the increase of class action lawsuits against credit unions, CoVantage Credit Union mailed out an opt out options. If there was ever a class action lawsuit that did come to fruition, LCEDC would give up their right to be included in the class action lawsuit. Discussion was held. No action was taken.

c) **Review LCEDC 2024 Draft Budget and Timeline:** Close reviewed a 2024 LCEDC draft budget with the LCEDC Board. Health insurance and other grant awards have not been finalized. The final 2024 LCEDC budget will be presented at the November LCEDC Board meeting.

LCEDC Pillars Update: Close updated the LCEDC Board on the following LCEDC Pillars:

Business Development Efforts

- **WEDC Community Development Investment Efforts:** Discussion was held on CDI opportunities.

- **Marketing Efforts on Commercial Listings:** LCEDC maintain a list of available commercial properties online for sale or lease through Locate In Wisconsin. A link is available under “Available Site and Buildings” page on the LCEDC website (www.langladecountyedc.org)
- **Entrepreneurial Program:** The Fall 2023 Entrepreneurial Training Program (ETP) Class has three students. Prior ETP Graduates were able to present their business plans to the LCEDC Executive Committee in October. Rare Beauty, LLC was awarded a \$2,500 Entrepreneurial Business Start Up Grant under the consent agenda. LCEDC has applying for the WEDC Entrepreneurial Grant to enhance business education.

Workforce Development/Community Development Efforts

- **Manufacturing Committee Meeting:** The Langlade County Manufacturing Committee met two weeks ago at the Antigo High School. There are new young manufacturer representatives that is looking at expanding the apprenticeship program in their facilities. The Antigo Fab Lab is open to the public every Thursday.
- **Langlade County HR Taskforce:** The Langlade County Human Resource (HR) Taskforce is meeting bi-monthly. The taskforce discusses challenges and how to bring resources to help overcome these challenges. Last meeting discussion was on interpreters, visas, and veteran services offerings.
- **Dream Up Team Childcare Taskforce:** The Dream Up Gant is a 6-month project to develop a strategic plan to increase childcare slots. The taskforce has been meeting every other week. The group is currently working on a marketing plan with Lincoln County to increase awareness and a resource fair at the Antigo Public Library on November 15.
- **Broadband Commission:** The Langlade County Broadband Commission is currently working with Cirrinity on a 16-mile fiber in the ground grant application that is due November 7. BEAD Planning Grant that was received is helping to pay for mapping Langlade County for broadband planning. The broadband plan needs to be ready for when the BEAD Funding Grant application period opens.
- **Housing:** WHEDA was appointed to administer the IRS Federal Housing Tax Credit Programs. WHEDA is developing the Restore Mainstreet Loan Program to focus on retail on the bottom with housing above. Program details are being developed.

Tourism Marketing

- **Hotel/Motel Destination Marketing Dollars and Update of Efforts:** Beck updated the LCEDC Board on the following items:
 - Welcome Center
 - The Antigo · Langlade County Welcome Center started winter hours on October 1st. The building will be open on Monday, Thursday, Friday, and Saturday 10 am to 4 pm.
 - There have been over 4,300 visitors through the Welcome Center since opening in June 2021. In 2023, 1,900 people through the Welcome Center, which does not include school tour groups. There have been 1,471 items taken from the beginning of the year through Labor Day weekend.
 - LCEDC staff took 20 Unified School District of Antigo 8th Graders during the Heavy Metal Tour day downtown to learn about Antigo’s history and logging/manufacturing has transitioned into what it is today and how the history has created local recreation opportunities in Antigo.

Marketing

- Perch Lake Campground was added to Travel Wisconsin’s listings.
- Perch Lake Campground and James & Mary Draeger Family Splash Pad was submitted to Travel Wisconsin for new 2024 tourism offerings.
- A fall photoshoot was held at Perch Lake Campground on October 5 for fishing, canoeing, camping, UTVing, and hiking.
- LCEDC staff continue to update Travel Wisconsin’s hiking, biking, and fall color reports for Langlade County. Staff are still getting calls for fall colors.
- The Mammoth Hike Challenge runs the month of October. There are 5 Antigo businesses (bb Jack’s, Books, Bauble and Blessing, Chocadoodledoo!, Schroeder’s Gifts, and Dixie Lunch) that signed up for Trail Magic to attract Ice Age Trail hikers to their businesses during the Challenge.

Social Media

- The top posts the last two months were:
 - The top September post was about getting out to see the fall colors. This post reached 26,950 people with 1,134 post reactions and comments and 31 shares.
 - The top October post so are was about the unique Airbnb of an WWII Era plane turned into a vacation rental. The post so far has reached 548,699 people with 36,907 engagements.

Advertising

- Langlade County Tourism fall commercial are being promoted on WAOW Channel 9. Winter commercials will be running in the coming weeks.
- Langlade County has all 11 Go To Spot signs put up. Marketing of these recreation areas is starting.

Other Activities

- Bauknecht mentioned that the City of Antigo will be holding a Public Meeting about opening all roads to ATV/UTV traffic on November 8.
- Wagner mentioned that Langlade County is discussing the speed limits for ATV/UTV traffic on county roads to match the highway speeds.

d) Update on Other Economic Development Corporation Activities: Close informed the LCEDC Board that LCEDC is sponsoring the volunteers' lunch for the Logging Education Day at the Antigo School Forest. Close will be attending the WEDC Summit and the Broadband BEAD Planning Conference. Close presented on childcare at the WEDA Fall Conference in September, EDC update to the Antigo Rotary Club in October, and SBDC's Women Trailblazers & Entrepreneurs Conference on November 1. Bauknecht mentioned LCEDC staff reviews were great. Additional information forthcoming at the November LCEDC Board meeting.

Old Business: Zalewski updated the LCEDC Board that the Antigo School District's Facilities Task Force has held tours of each facility. Discussion on how to address facility's needs will be held at Thursday's meeting. Walrath mentioned that the Boys & Girls Club of the Northwoods has posted the Chief Executive Officer position.

Future Agenda Items and set date for next meeting (action item): No future agenda items was brought forward. Due to the Thanksgiving Holiday week, the next LCEDC Board meeting will be at 4:00 pm on November 27, 2023.

Adjourn: Motion by Bauknecht, second by Wagner to adjourn at 5:23 p.m. All Ayes. Motion Carried.

Respectfully submitted, Thomas Bauknecht, President

A handwritten signature in black ink, reading "Thomas Bauknecht". The signature is written in a cursive, flowing style with a large initial 'T' and 'B'.