

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, November 27, 2023

Members Present: Thomas Bauknecht, Warren Wagner, Joel Zalewski, Tammy Walrath, Steve Maier, Dillon Gretzinger, Fred Westphal, Terry Brand

Members Present by Conferenced:

Members Excused: Sarah Koszarek, Lynn D'Amato, Andrew Hessedal

Others Present: Angie Close, Keri Beck

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

Introductions: LCEDC Board members introduced themselves to the new board member Steve Maier who was appointed to replace retired County board member Sally Mulhollon.

Public Comment: No public comment.

Minutes of Previous Economic Development Board Meeting: Motion by Walrath, second by Gretzinger to approve the minutes from October 16, 2023. All Ayes. Motion Carried.

Consent Agenda: Motion by Gretzinger, second by Westphal 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 current budget vs actual report and financial statements with LCEDC Board. Close noted some expense accounts are over as additional grant dollars were received. Discussion was held on the goal and use of the emergency fund.

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

- b) **LCEDC Revolving Loan Fund Recipient and CWED Update:** Close reviewed the LCEDC RLF, ER-RLF, and CDF loan recipients and updated the board that one RLF loan closed in November. One CWED loan application is being submitted by an Antigo business. LCEDC has assisted a Langlade County business in obtaining a WWBIC loan. The loan will close in December. No action taken.
- c) **LCEDC 2023 Measurements Update:** Close presented LCEDC's 2023 measurement based on the four strategic pillars as of November 27, 2023. Updated measurements will be presented at the Annual LCEDC meeting in May.
- d) **Review and Approve LCEDC 2024 Budget:** Close presented the Final 2024 budget highlighting the changes in revenue and expenses.

Motion by Zalewski, second by Walrath to approve the 2024 LCEDC Budget as presented with corrected language to the Budget Summary. All Ayes. Motion Carried.

- e) **LCEDC 2024 Work Plan:** Close informed the LCEDC Board that the LCEDC Executive Committee will continue working on the 2024 LCEDC Work Plan making sure LCEDC is aligned with the City of Antigo and Langlade County Goals. The work plan will be presented at the February LCEDC Board meeting.
- f) **Approve to extend Gretzinger and Zalewski Board Terms:** Close informed the LCEDC Board that Gretzinger and Zalewski's LCEDC Board terms will end December 31, 2023. According to LCEDC's bylaws, LCEDC Board member can only serve 6 years before coming off. Gretzinger can serve one year to meet the 6-year term limit.

Motion by Wagner, second by Brand to approve re-appointing Dillon Gretzinger for a 1-year term ending December 31, 2024 and Joel Zalewski to a 3-year term ending December 31, 2026. All Ayes. Motion Carried.

- g) **Update on Tourism Activities:** Beck updated the LCEDC Board that this past weekend the Welcome Center was decorated for Christmas. Santa will be using the Welcome Center's fireplace for three weekends. The vestibule was highly used over the Thanksgiving holiday weekend. Results from the Mammoth Hike Challenge will be available in December. Travel Wisconsin's Winter Snow Reports have been updated weekly since the beginning of the month. WAOV Channel 9's commercials have been updated to three different winter videos. All 33 Go To Spots have been added to langladecounty.org play page. Continued working on the 2024 Langlade County Recreation Map with the City of Antigo and Langlade County. Beck attended the Fall Destination Wisconsin Tourism Conference in Milwaukee to learn about trends, apps, and use of AI in tourism. The ITBEC Marketing Group has committed to the 2024 Green Bay RV Show on January 25-28, 2024. The group will be participating in multiple Travel Wisconsin Co-Op Programs. The ITBEC Board will be meeting at NTC this Thursday. The City of Antigo's Hotel/Motel Commission will be meeting to present 2023 results and 2024 marketing plan on December 12. All additional information is in the LCEDC's monthly reports. Discussion was held on the use of Noboken School Forest. LCEDC Tourism website has information on using the property and is one of the Go To Spots.

- h) Update on Other Economic Development Corporation Activities:** Close informed the LCEDC Board that LCEDC was notified that they have been awarded the WEDC Entrepreneurial Partnership Grant. The grant will help expand the entrepreneurial hub.

Motion by Brand, second by Gretzinger to approve accepting the \$62,000 WEDC Entrepreneurial Partnership Grant. All Ayes. Motion Carried.

The 2023 Fall ETP class graduated November 14. Two business plans will be presented at the December LCEDC Executive Committee meeting to be considered for the ETP Business Start Up Grant. The LCEDC Executive Committee will recommend awards at the January 2024 meeting. This brings the total ETP graduates to 117, with businesses started, closed, and sold. Close is working on submitting a USDA Microbusiness Grant application to develop a microbusiness startup revolving loan program to help entrepreneurial program graduates. LCEDC can apply for the competitive federally funded grant by February 1st. Being this is a federally funded, reporting is required but loan terms would be set by the LCEDC Loan Review Board. Application needs to be submitted for review to see if LCEDC is qualified to receive a USDA Microbusiness Startup Grant.

Motion by Walrath, second by Brand to approve applying for the USDA Microbusiness Startup Grant. All Ayes. Motion Carried.

Close informed the LCEDC Board that Wisconsin has received information on a Non-State Grant Program to support local infrastructure improvement and community development projects up to \$4 million that benefit the broader public, including tourism-related developments. To be eligible, nonprofit organizations need to secure at least 50% of a project's funding from non-state sources and be ready for to implement the project. Applications are due January 28, 2024.

Motion by Wagner, second by Gretzinger to pre-approve projects to use LCEDC to apply for the Non-State Grant. All Ayes. Motion Carried.

Old Business: No old business was discussed.

Future Agenda Items and set date for next meeting (action item): No future agenda items was brought forward. The next LCEDC Board meeting will be at 4:00 pm on February 19, 2024.

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

Respectfully submitted, Thomas Bauknecht, President

