

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
May 6, 2024**

Members Present: Thomas Bauknecht, Sarah Koszarek, Dillon Gretzinger

Members Present by Conference:

Members Excused: Warren Wagner, Tammy Walrath

Others Present: Angie Close, Keri Beck, Steve Maier, Andre Ntshaykolo, Dan Reedy

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

Public Comment: None

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Koszarek, second by Gretzinger, to approve the minutes from April 1, 2024. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. Placer.ai Board Presentation by Andre Ntshaykolo:** Ntshaykolo and Reedy from Placer.ai presented to the LCEDC Executive Committee the functionality and data that Placer.ai generates for geofenced locations. The Langlade County Fairgrounds was utilized as an example during the demonstration. The data is 96-98% accurate on the number of people in the geofenced location for 10 minutes or more based on cell phone locations. Information can be pulled back to 2017. Reports can show growth for future marketing.
- B. Review and Approve Payments of Bill for April 2024:** Close reviewed the April 2024 LCEDC bills with the LCEDC Executive Committee.

Motion by Koszarek, second by Gretzinger to recommend to the LCEDC Board under the consent agenda to approve the May 2024 LCEDC invoices as presented. All Ayes. Motion Carried.

- C. Review Budget vs Actual:** LCEDC Budget vs Actual was provided in the Executive Committee packet. Item was tabled due to time commitments.
- D. LCEDC Economic Summit:** Close updated the LCEDC Executive Committee that LCEDC is still working with the City of Antigo and Antigo/Langlade County Chamber of Commerce & Visitor Center to host a fall summit.
- E. Discuss Annual Meeting and Slate of Officers:** Close updated the LCEDC Executive Committee that this is Gretzinger's last Executive Committee meeting as his term is done in December. One LCEDC Board member has expressed interest in being elected to the LCEDC Executive Committee. Elections of officers will be held at LCEDC's Annual Meeting on May 20.
- F. Update on LCEDC Tourism Activities:** Beck informed the LCEDC Executive Committee that Laney Maki has accepted the position as the Welcome Center Assistant. She will start May 11.
- G. Update on Other Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following:
 - **ETP 2024 Spring Graduate Class Update on Business Plan Presentation:** Eight Spring 2024 EPT students graduated at the end of April. Seven will be presenting business plans at the June LCEDC Executive Committee meeting along with two fall 2023 ETP graduates.

Old Business: No old business was discussed.

New Business and set date for next meeting: Due to the number of ETP Business Plan presentations, the next LCEDC Executive Committee meeting will be at 2:00 pm on June 3, 2024.

Adjourn: Motion by Gretzinger, second by Koszarek to adjourn at 4:50 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

