

MEETING MINUTES LANGLADE COUNTY ECONOMIC DEVELOPMENT BOARD

Monday, August 19, 2024

Members Present: Sarah Koszarek, Warren Wagner, Thomas Bauknecht, Fred Westphal, Steve Maier, Tim Kassis

Members Present by Conferenced: Tammy Walrath, Joel Zalewski, Lynn D'Amato

Members Excused: Dillon Gretzinger, Andrew Hessedal

Others Present: Angie Close, Keri Beck, Roy Dieck

Meeting was called to order at 4:00 p.m. by Vice-President Sarah Koszarek.

Introductions: Introductions were given.

Public Comment: Maier asked if the ETP graduates and ETP Business Start Up Grant recipients send the Suick Family Foundation thank you letters. This is part of the requirements of both programs. LCEDC does provide the Suick Family Foundation a yearly review of the Langlade County Entrepreneurial Program.

Approve the Minutes of previous meeting (6/17/24): Motion by Wagner, second by Bauknecht to approve the minutes from June 17, 2024. All Ayes. Motion Carried.

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

Closed Session: At 4:05 PM, motion by Kassis, second by Wagner, to move into closed session pursuant to Wisconsin Statutes Section 19.85 (1) (E), to review a Langlade County EDC Revolving Loan Fund Request, review current Revolving Loan Fund status and review current loan recipients and requests.

Open Session: At 4:29 PM, motion by Bauknecht, second by Wagner to return to open session. All Ayes. Motion Carried.

Action 1: Motion by Zalewski, second by Wagner, to approve to amend 111 Alliance, LLC's current Revolving Loan agreement to recommend the base rate of 4 % with a 2-point below applicable prime federal rate as of October 1st to be reviewed annually. All ayes. Motion carried.

Information only on the current Revolving Loan Fund status and loan recipients. No action taken.

Economic Development Corporation:

- a) **Approve LCEDC Budget vs Actual:** Close reviewed the LCEDC budget vs actual report with LCEDC Board. Close highlighted additional funding to be received. Account 522.01e budgeted amount was updated to reflect the money actually received for destination marketing.
Motion by Maier, second by Kassis to approve the LCEDC budget vs actual as presented. All Ayes. Motion Carried.
- b) **State, Federal, and Local Grant Update:** Close informed the LCEDC Board that LCEDC will be applying for a competitive WEDC small business development business new start up and expansion grant that has no match requirements. Close will be learning more about this grant program during a September webinar. Close updated the LCEDC Board on the number of Wisconsin businesses that applied and received SBA Economic Injury Disaster Loans for the 2023-24 winter draught. Out of the 121 Wisconsin businesses that applied, 28 businesses received SBA-EIDL loans totaling \$1.2 million. Close will try to get additional follow up information. LCEDC was awarded \$22,499 for the Dream Up initiative from the Langlade County Health Department grant, \$20,900 from First Children's, and Child Caring Supplemental Grant Funds. In total, \$50,665 was awarded for Langlade County child care initiatives. Close is working with Lincoln County on an Adopt a Provider, back to capacity, and expansion and start up programs. Looking at incubator child care provider pod model to get in home child care providers in a setting outside of their homes but still under in home licensed guidelines to make new comers feel more trusting. Langlade County's goal is to sustain and increase by the number of child care slots by 20 by the end of 2024. Marketing through Zarda Design for advocacy is part of the strategy.
- c) **LCEDC Pillars Progress Report:** Close informed the LCEDC Board that due to the VPN being down for the last 4 days, LCEDC does not have a full LCEDC Pillar progress report. LCEDC will be presenting LCEDC's 2023 outcomes to the County Board at August 26th board meeting and the September City Council meeting. Beck updated the LCEDC Board following tourism items:
 - The Welcome Center has been averaging 80 people per week. There were 2 weeks that over 100 came through the center.
 - Go To Spots icons have been received and disbursed to the City of Antigo Park & Rec Dept, Langlade County Forestry, Park, & Rec Dept, and the Village of White Lake.
 - LCEDC had a booth at the Langlade County Fair. There were 157 items taken. LCEDC will have a both at this week's Community Health Fair and Unity in the Community event on September 29.
 - The 2024 Recreation Maps are going well. Working on printing a new map in the coming months.
 - The Ice Age Trail Mammoth Hike Challenge are now open. Working with the local Chapter on marketing the October Challenge, Trail Magic, and their Hikeathon on October 12.

- Langlade County received free publicity in the Up North Action Magazine on the Antigo Tater Trot write up, Welcome letter in the Wisconsin Trapper Association Fall Conference booklet, and WATVA Trail Tales Magazine write up on Perch Lake Campground/Charles de Langlade Rec Area.
 - The Welcome Center Assistant is working on updating 2024/2025 events on Travel Wisconsin, our tourism calendar, and the Antigo/Langlade County Community Calendar.
 - Travel WI has discontinued producing the Wisconsin Bike Guide. Travel Wisconsin will be marketing the biking report on Travel Wisconsin instead of the Bike Guide.
 - The North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee met to work on the 2025 marketing budget. Due to changes within the group, Beck is now in charge of the NorthCentralWisconsin.com website and working with Lightburn on a paid search engine ad in August, September, & October to drive traffic to the portal website. North Central Wisconsin Tourism Partnership (ITBEC) will be presenting at the August Langlade County Board meeting.
- d) **LCEDC Economic Landscape Data Review:** Close informed the LCEDC Board that Grow North has paid for Your Economy data. The UW-Madison Business & Entrepreneurship Extension uses data axle to question the same people every time and do not exclude industries. Close shared Langlade County data on businesses that open and closed in 2023, top industries, and establishment sizes. Kristi Smith will be presenting this information at the Langlade County Business Summit on October 10th. The free Langlade County Economic Landscape presentation will be at 8:15 am with check in/breakfast is at 7:30 am at Northstar Lanes. The summit breakfast is sponsored by SCORE. Registration is now open.
- e) **LCEDC 2025 Budget Update:** Close informed the LCEDC Board that the LCEDC 2025 draft budget will be reviewed at the September and October 2024 LCEDC Executive Committee meeting. The final 2025 LCEDC budget will be presented at the October and November LCEDC Board meeting. Close informed the LCEDC Board that healthcare costs continue to rise. Close has met with 2 providers, the County, and City to get cost analysis comparison. LCEDC plan is grandfathered in as a two-person corporation, it is hard to find a comparable health insurance plan at the cost that is currently being offered. The LCEDC 2025 budget will figure a 7% increase until final numbers are received. Close informed the LCEDC board that the federal salaried employee threshold will change as of January 1, 2025 to an annual salary over \$58,656 to be considered a salaried employee.

Old Business: Close reminded the LCEDC Board that the Langlade County Board meetings will include a business tour in September. The Langlade County Broadband Commission is holding a working committee meeting to finalize the Langlade County Broadband Plan. The Commission is priming for BEAD Funding, ISP letter of intent, and opening of first round application to build out fiber and fixed wireless then cellular. A fiber installation update was provided.

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 October 21, 2024.

Adjourn: Motion by Kassis, second by Westphal to adjourn at 5:50 p.m. All Ayes. Motion Carried.

Respectfully submitted, Tammy Walrath, President

