

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION  
EXECUTIVE COMMITTEE  
March 3, 2025**

**Members Present:** Tammy Walrath, Thomas Bauknecht, Steve Maier

**Members Present by Conference:** Sarah Koszarek

**Members Excused:** Warren Wagner

**Others Present:** Angie Close, Keri Beck

Meeting was called to order by President Tammy Walrath at 4:00 pm.

**Public Comment:** Maier acknowledge the presents of Langlade County information at the Green Bay RV Show.

**Minutes of Previous Economic Development Executive Committee Meeting:** Motion by Bauknecht, second by Maier, to approve the minutes from January 6, 2025. All Ayes. Motion Carried.

**Langlade County Economic Development Corporation:**

- A. Review and Approve payments of Bills for January & February 2025:** Close reviewed the January & February 2025 LCEDC Invoices with the LCEDC Executive Committee. Discussion was held on the history of Hotel/Motel Funding.

**Motion by Bauknecht, second by Walrath to recommend to the LCEDC Board under the consent agenda to approve the January & February 2025 LCEDC invoices as presented. All Ayes. Motion Carried.**

- B. Review Budget vs Actual and Year End Financials:** Close reviewed the current budget vs actual with the LCEDC Executive Committee. LCEDC will put \$5,000 into the LCEDC Reserve Account from the general operating account for 2024 in April along with the RLF interest paid for first quarter. Information only.
- C. LCEDC Revolving Loan Fund and CWED Loan Fund Update:** Close updated LCEDC Executive Committee with the January 2025 LCEDC Loan Fund report along with an update on one RLF loan, closing on Antigo Take N Bake's approved RLF Loan, and closing of one CWED loan. CWED is doing more risk-based loans at 3-5% interest rates up to \$75,000 or 40% gap financing. Close also met with Peshtigo National Bank on possible collaborative efforts/partnerships.
- D. Employee Handbook: Employment Provisions, Compensatory Time, Wellness Policy Review:** Close reviewed the Employee Handbook sections on Hours of Work, Compensatory Time, and Health and Wellness Program with the LCEDC Executive Committee. Compensatory time was clarified that hourly employees do receive one-and half-time compensatory time over 40 hours worked per week. Discussion was held on increase paid breaks from one 15-minute break to two 15-minute breaks. Request to follow City of Antigo and Langlade County's health and wellness benefit program to increase reimbursement amount from \$35.00 to \$40.00 per month if an employee attends ten exercise session per month at an approved fitness facility.

**Motion by Maier, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to approve two 15-minute paid breaks and increasing the Health and Wellness Program reimbursement to \$40.00 per month. All Ayes. Motion Carried.**

- E. LCEDC Board Members and Meeting Dates Review:** Close updated the LCEDC Executive Committee that there has been multiple inquires for filling the two vacant LCEDC Board positions. Close will provide the interested candidates to submit a board member application. Applications will be reviewed by the LCEDC Executive Committee meeting for consideration. The LCEDC Board will be meeting at 4:00 pm on March 17 and The Annual meeting will be held on May 19.
- F. Wisconsin Rural Entrepreneurial Venture Program:** Close informed the LCEDC Executive Committee an application for the three (3) year Wisconsin Rural Entrepreneurial Venture (REV) Program was submitted for the Wolf River Area Territory Area. Close had met with the potential individuals from the Village of White Lake, Town of Wolf River, Town of Evergreen, and SBDC members to serve on the REV committee. The REV Program helps fill industrial and business gaps in rural Wisconsin. If awarded, there will be open hours one day per week for small business and entrepreneurial assistants in the Wolf River Territory area. Close has also applied for the WEDC Partners Grant to cover time and cost of implementing the REV Program.
- G. Tourism Update:** Beck gave an update on the following tourism activities:
- **Welcome Center:** The Welcome Center is still on winter hours with limited viewing as the Museum is currently remodeling the upstairs and basement.
  - **Go To Spots:** The City of Antigo has put up its Go To Spots. Additional Go To Spot icons have been created and ordered.
  - **Marketing:** Everbridge notifications have been sent out for the season opening of Kettlebowl Ski Hill and the opening and closing of Langlade County's Snowmobile Trail System. The seven second commercials are running during WBAY Action 2 News has been switched from winter to spring/summer. The winter vertical reel was used as a paid social media ad. Print ads were placed in the February/March/April Up North Action Magazine, On Wisconsin Outdoors, and the 2025 Langlade County Resource Guide. LCEDC has a booth at the Antigo Pride Night at the Antigo Middle School. Forty-three items were taken in the 2.5-hour event. Winter Snow Trail Reports are being updated throughout the week on the Langlade County Tourism and Travel Wisconsin websites.

- **North Central Wisconsin Tourism Partnership:** The partnership is working on a strategic marketing plan. Beck has updated the NorthCentralWisconsin.com website to remove counties that are no longer participating in the partnership. Langlade County information was available at the NorthCentralWisconsin.com booth for the Green Bay RV Show. Beck worked Saturday of the show handing out over 350 Langlade County tourism items.
  - **Other Tourism:** Beck presented Local Marketing Channels at February's Business Network of Langlade County. Providing information on how to use and submit events on the Antigo/Langlade County Community Calendar and Langlade County Tourism's business listing along with how to use Build Your Adventure feature on the Langlade County Tourism website. Beck presented LCEDC activities at the January's Langlade County Snowmobile Council. Close will be presenting at tonight's Langlade County Snowmobile Council meeting. LCEDC will be presenting 2024 destination marketing efforts to the City of Antigo Hotel/Motel Commission on March 2025. LCEDC has received 75% of the 70% of the room tax allotted for destination marketing at the January commission meeting. The other 25% marketing allocation and funding for 2025 will be determined at the March meeting. The history of the City of Antigo Room Tax funding was provided.
- H. **Other Economic Development Corporation Activities:** Close updated the LCEDC Executive Committee on the following activities:
- **Quarterly Goal Measurements:** LCEDC quarterly goals for funding, corporation goals, and succession planning will be presented at the March 17<sup>th</sup> LCEDC Board meeting.
  - **Entrepreneurship:** The Spring 2025 Entrepreneurial Training Program Class will start on March 4<sup>th</sup>. There are 5 students registered. The Business Network of Langlade County next networking session is on March 13 from 8-9 am. Speed Networking is March's offering.
  - **Broadband:** The Langlade County Broadband Commission supported Bertram as the ISP BEAD Funding provider and application was submitted. Close along with other Langlade County Broadband Commission members attended all Town meetings except for 1 for support letters to provide with the BEAD Funding application. The awards will be announced in fall 2025.
  - **Child Care:** Dream Up Langlade County discussed bringing in a Childcaring consultant to look at the different child care business models that are here in Langlade County. The Dream Up Langlade County Task Force is working on Adopt a Provider, community round table, and business survey.
  - **WEDC Idle Site Grant:** Close has been working with a Town of Neva business and WEDC for a WEDC Idle Site Grant submission. The Town of Neva is reviewing the application to apply on behalf of the business for a research and development facility.

**Old Business:** No old business was discussed.

**New Business and set date for next meeting:** No new business was brought forward. The next LCEDC Executive Committee meeting is scheduled for Monday, April 7, 2025 at 4:00 pm.

**Adjourn:** Motion by Maier, second by Walrath to adjourn at 5:31 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

