

**MEETING MINUTES ECONOMIC DEVELOPMENT CORPORATION
EXECUTIVE COMMITTEE
April 7, 2025**

Members Present: Tammy Walrath, Thomas Bauknecht, Steve Maier, Warren Wagner

Members Present by Conference: Sarah Koszarek

Members Excused:

Others Present: Angie Close, Keri Beck

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

Public Comment: Close acknowledge Bauknecht as the City of Antigo's Mayor.

Minutes of Previous Economic Development Executive Committee Meeting: Motion by Maier, second by Bauknecht, to approve the minutes from March 3, 2025. All Ayes. Motion Carried.

Langlade County Economic Development Corporation:

- A. **Review and Approve payments of Bills for March 2025:** Close reviewed the March 2025 LCEDC Invoices with the LCEDC Executive Committee.

Motion by Maier, second by Koszarek to recommend to the LCEDC Board under the consent agenda to approve the March 2025 LCEDC invoices as presented. All Ayes. Motion Carried.

- B. **Review Budget vs Actual:** Close reviewed the current budget vs actual with the LCEDC Executive Committee. LCEDC's 2024 draft financial review was received and will be reviewed at the May's Executive Committee meeting with KerberRose presentation at the LCEDC Annual Meeting. LCEDC will put \$5,000 into the LCEDC Reserve Account from the general operating account for 2024 once the financials are approved. The RLF interest paid for first quarter was deposited into the RLF Admin Fee account. Information only.
- C. **LCEDC Revolving Loan Fund and CWED Loan Fund Update:** Close updated LCEDC Executive Committee with the March 2025 LCEDC Loan Fund report along with updates on first quarter RLF Admin transfer, two potential RLF loans, one potential ED-RLF loan, and WEDC Idle Site Grant submission. Discussion was held on qualifications to apply for LCEDC RLF loan.
- D. **Employee Handbook: Holiday Review:** Close reviewed the Employee Handbook sections on Holidays with the LCEDC Executive Committee. Discussion was held after review of current paid holiday schedule from both the City and County.

Motion by Maier, second by Bauknecht to recommend to the LCEDC Board under the consent agenda to approve to add Good Friday and New Year's Eve to the LCEDC Employee Benefit and Handbook Policies as paid holidays for full time employees effective for 2025 once approved by the LCEDC Board of Directors. All Ayes. Motion Carried.

- E. **LCEDC Board Member Nominations:** Close provided the LCEDC Executive Committee two LCEDC Board of Directors applications. Discussion was held.

Nominations for directors to the LCEDC Board were made by Koszarek and Walrath for both Mike Jaje and Chad Matuszewski. The nominations will be presented at the Annual Meeting in May.

- F. **Wisconsin Rural Entrepreneurial Venture Program:** Close informed the LCEDC Executive Committee that the Wolf River Territory Area (Village of White Lake, Town of Wolf River, and Town of Evergreen) has been awarded the three (3) year Wisconsin Rural Entrepreneurial Venture (REV) Program. After the official announcement is made in June at the Entrepreneurial Conference, the program will start with meeting with the cohorts. Close has not heard from WEDC Partners Grant award announcements. If LCEDC is awarded the WEDC Partners Grant, it would cover the cost of implementing the REV Program. Discussion was held on how to cover LCEDC's expenses if not awarded the WEDC Partners Grant.

- G. **Tourism Update:** Beck gave an update on the following tourism activities:

- **Welcome Center:** The Welcome Center is fully open after remodeling the upstairs and basement. The center is under winter hours until May 1st.
- **Marketing:** Beck will be at the Ice Age Trail Alliance Conference in Stevens Point on May 11 promoting Antigo as an Ice Age Trail Community. Paid social media ads have been running to attract NFL Draft goers and people that live in the Green Bay area to escape the crowdedness of the draft by coming to Langlade County. The Winter Snow Reports and Hiking and Biking Trail Reports were updated on Travel Wisconsin and our tourism trail report after the March 31st ice storm. Moccasin Lake, Gartzke, and Jack Lake Recreation Areas were temporarily closed for cleanup.
- **North Central Wisconsin Tourism Partnership:** The partnership meeting on April 16 will be in Antigo at Northcentral Technical College to develop a strategic marketing plan. All member counties are expected to attend.
- **Other Tourism:** The County of Trails sign on Highway 45 was damaged by limbs during the March 31st ice storm. The branches have been cleaned up, but the damage to the sign is not repairable. LCEDC staff will develop an action plan. Maier stated he would like a longer than one-year lease on the easement and that Langlade County has passed a resolution on branding. LCEDC staff will talk with the Langlade County Forestry, Park, and Rec Department.

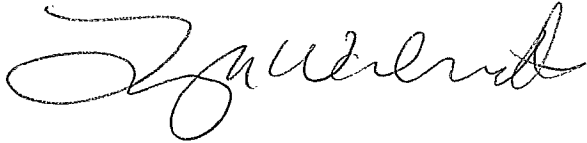
H. LCEDC Strategic Plan Outline: Close provided the LCEDC Executive Committee a strategic plan outline to review for the May's Executive Committee meeting. Close is working on finding an outside company/person to lead and direct the strategic planning sessions. Close updated the LCEDC Executive Committee on current strategic pillars.

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, May 5, 2025 at 4:00 pm.

Adjourn: Motion by Bauknecht, second by Wagner to adjourn at 5:16 pm. All Ayes. Motion Carried.

Respectfully submitted, Keri Beck, Recording Secretary

A handwritten signature in black ink, appearing to read "Keri Beck", written in a cursive style.