



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 04/05/2018

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation on April 9, 2018:

- 1) Agenda
- 2) Draft minutes from 02/05/18
- 3) GLCVB Advertising Report



**GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION**

Office: 920-294-4005

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**GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION
MEETING NOTICE**

April 13, 2018

8:30AM

**Green Lake County Government Center
Conference Room #1106
571 County Road A, Green Lake, WI 54941**

AGENDA

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Approval of Agenda
5. Minutes – 02/05/2018
6. Correspondence
7. Public Comment (3 min limit)
8. Appearances
 - Ryan Long, Dept. of Workforce Development Regional Economist
9. EDC Appointments
10. Discussion regarding EDC representative on the GLCVB
11. Resolutions
12. GLCVB Advertising Report
13. Treasurer's Report
14. TREDC Report
15. Committee Discussion
 - Future Meeting Date & Agenda items:
16. Adjourn

Sincerely,
Elizabeth Otto
Secretary/Treasurer

Please note: Meeting area is accessible to the physically disabled. Anyone planning to attend who needs visual or audio assistance should contact Elizabeth Otto, 294-4005, not later than 4 PM on the day before the meeting.

ECONOMIC DEVELOPMENT CORPORATION
February 2, 2018

The meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Scott Sommers at 8:30 AM on Friday, February 2, 2018, Green Lake County Government Center, Conference Room, 571 County Road A, Green Lake, WI. The requirements of the open meeting laws were certified as being met. The Pledge of Allegiance was recited.

Present	Scott Sommers	Mary Lou Neubauer
	Harley Reabe	Phil Baranowski (8:33)
	Lindsey Kemnitz	David Abendroth
	Liane Walsh	

Absent: Liz Otto

Also present: Scott Mundro, Tony Daley, Nan Hanson

APPROVAL OF AGENDA

Motion/second (Reabe/Abendroth) to approve the amended agenda. All ayes. Motion carried.

MINUTES

Motion/second (Walsh/Baranowski) to approve the minutes of December 14, 2017. All ayes. Motion carried.

CORRESPONDENCE –

Introduction e-mail from Ryan Long, Regional Economist for NE WI Department of Workforce Development.

PUBLIC COMMENT (3 minute limit) –

None

APPEARANCES

None

FILLING VACANCIES

Motion/second (Neubauer/Baranowski) to recommend Mark Judas be appointed by the County Board as a General TREDC Board member and Bob Gintoft be appointed by the County Board as a member of EDC committee. All ayes. Motion carried.

RESIGNATION OF GREEN LAKE AREA CHAMBER OF COMMERCE FROM GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB)

Discussion held regarding the reasons Green Lake Area Chamber resigned from the Green Lake Country Visitors Bureau.

RESOLUTIONS - None

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Discussion held.

TREASURER’S REPORT

Acting Secretary Nan Hanson gave an update on EDC checking account. The current balance as of December 31, 2017 is \$12,352.20. Monthly interest is currently at approximately .53/month. Check #1006 dated January 19, 2018 for \$2,500 for the Green Lake Country Visitors Bureau for a partial payment of membership has not cleared the bank yet.

Nan Hanson reported that as of December 31, 2017 the housing grant checking account has a balance of \$116,633.18. Current interest is approximately \$4.55 per month.

Motion/second (Abendroth/Reabe) to accept the treasurer’s report. All ayes. Motion carried.

TREDC REPORT

Discussion held.

Next regular meeting: April 13th 8:30 am

Future Agenda Items for action & discussion: Open positions on the EDC Committee, Representative from EDC on the GLCVB

ADJOURNMENT

Motion/second (Reabe/Baranowski) to adjourn at 9:48 AM. Motion carried.

Submitted by

Nan Hanson, Acting Secretary



UPDATE FOR EDC MARCH 2018

Facebook & Social Media Review

Facebook Page Likes

January 2018 – 1555 (+6)

February 2018 – 1557 (+2)

March 2018 – 1567 (+10)

Total New Likes in 2018: 18

Monthly Page Engaged Users

January 2018 108-175

February 2018 99-258

March 2018 218-459

Daily Reach Range

January 2018 1-521

February 2018 1-215

March 2018 1-1169

Website Analytics: www.glcountry.com

Page Views: 865

Users: 465

New Users: 91%

Female 53% - Male 47%

Top 3 Countries: United States, Peru, Canada

Top 5 States: Wisconsin, Illinois, Michigan, Minnesota, Texas

Top 5 Cities: Madison, Fond du Lac, Ripon, Oshkosh, Berlin

Average Time Spent on Site: 1:08

Bounce Rate: 70%