



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 07/27/2017

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation Meeting on August 3, 2017:

- 1) Agenda
- 2) Draft minutes from the 06/15/2017
- 3) 2018 Budget
- 4) 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**

August 3, 2017

8:30AM

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

***Amended AGENDA**

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Approval of Agenda
5. Minutes – 06/15/17
6. Correspondence
7. Public Comment (3 min limit)
8. 2018 Budget
9. Resolutions
10. GLCVB Advertising Report
11. *Discussion and possible action regarding continuation of Green Lake County Visitors Bureau (GLCVB) support
12. Treasurer's Report
13. TREDC Report
14. Committee Discussion
 - Future Meeting Date & Agenda items:
15. 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
June 15, 2017

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 Thursday, June 15, 2017, 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: Liz Otto Scott Sommers
 Harley Reabe Phil Baranowski
 Lindsey Kemnitz

Absent: David Abendroth, Roger Field, Liane Walsh, Mary Lou Neubauer

Also present: Jay Dampier, Tony Daley, Alicia Brownlow, Julie Oleson

APPROVAL OF AGENDA

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

MINUTES

Motion/second (Baranowski/Reabe) to approve the minutes of April 7, 2017 and May 12, 2017. All ayes. Motion carried.

CORRESPONDENCE – Phil Baranowski distributed a printout from the Wisconsin Technical College System (WTCS) providing statistics on recent graduates.

PUBLIC COMMENT (3 minute limit) – Jay Dampier, UW-Extension Community Resource Agent, introduced Alicia Brownlow as the summer intern in that department.

APPEARANCES

Julie Oleson, Executive Director of Juneau County Housing Authority, gave a presentation on the Community Development Block Grant (CDBG). There are currently 9 counties that make up the Central Housing Region which Green Lake County is a part of. She gave the committee a history of the program, what is covered, and how residents can apply for the grant. Discussion held on providing information to area residents.

APPOINTMENTS TO BOARD OF DIRECTORS

Harley Reabe, County Board Chair, stated that the following directors need to be re-appointed for a two year term: Scott Sommers, David Abendroth, Philip Baranowski, and Roger Field. This will be done at the County Board meeting on June 20, 2017.

RESOLUTIONS

- Resolution to Amend the Corporate By-Laws of the Economic Development Corporation

Motion/second (Baranowski/Reabe) to approve the Resolution to Amend the Corporate By-Laws of the Economic Development Corporation and to forward to the Finance Committee for final approval. All ayes.

Motion carried.

GLCVB ADVERTISING REPORT

Discussion held on the report submitted by Jason Mansmith, GLCVB (Green Lake Country Visitors Bureau) Board President. Scott Sommers requested that a representative be present at the next meeting to explain the social media results and to provide the committee with information to complete the 2018 budget. Jay Dampier stated he will check with one of his colleagues to interpret the social media results as well.

TREASURER'S REPORT

County Clerk Liz Otto gave an update on EDC checking account. The current balance is \$12,498.54 with one check written on the account this year for \$120.00 to reimburse Liane Walsh for her Rural Partners Summit registration. There has also been \$2.61 interest earned for 2017.

County Clerk Liz Otto reported that as of May 31, 2017 the housing grant checking account has a balance of \$92,752.91. Current interest is approximately \$4.00 per month.

Motion/second (Reabe/Baranowski) to approve the treasurer's report. All ayes. Motion carried.

TREDC REPORT

Harley Reabe stated that there is no TREDC meeting scheduled until September. Discussion held on information received from Bill Wheeler regarding a study being done on housing in the Westfield area due to employment opportunities available there at Brakebush.

Next regular meeting: August 3, 2017 at 8:30 AM

Future Agenda Items for action & discussion:

ADJOURNMENT

Motion/second (Baranowski/Reabe) to adjourn at 9:25 AM. Motion carried.

Submitted by

Liz Otto, Secretary

2018 Green Lake County Proposed Budget

	12/31/2014	12/31/2015	12/31/2016	ACTUAL 6/30/2017	2017 REVISED	2018 PROPOSED
ECONOMIC DEVELOPMENT						
18-100-01-58101-219-000	40,000	40,000	40,000	30,000	40,000	40,000
TRI-COUNTY ECONOMIC DEV DIREC						
18-100-01-58101-272-000	10,000	10,000	20,000	10,000	10,000	10,000
GLCVB						
18-100-01-58101-298-508	2,500	2,500	2,500	-	2,500	-
SUPPORT OF GLCEDC						
18-100-01-58101-323-000	2,250	785	10	10	2,250	50
ADVERTISING/MARKETING						
TOTAL EXPENDITURES	54,750	53,285	62,510	40,010	54,750	50,050

FINANCING PROPOSAL

COUNTY APPROPRIATION

50,050



UPDATE FOR EDC JULY 2017

2 guides mailed out to interested parties in Wisconsin

51 phone calls

Representatives from GLCVB July 20 2017

Facebook & Social Media Review

Facebook Page Likes

Jan – Feb: 1391 (0)

March – April: 1423 (+32)

May: 1466 (+43)

June: 1492 (+26)

July: 1507 (+15)

Monthly Page Engaged Users

February: 51-256

March: 67-457

April: 485-727

May: 272-588

June: 300-439

July: 272-360

Kind regards,

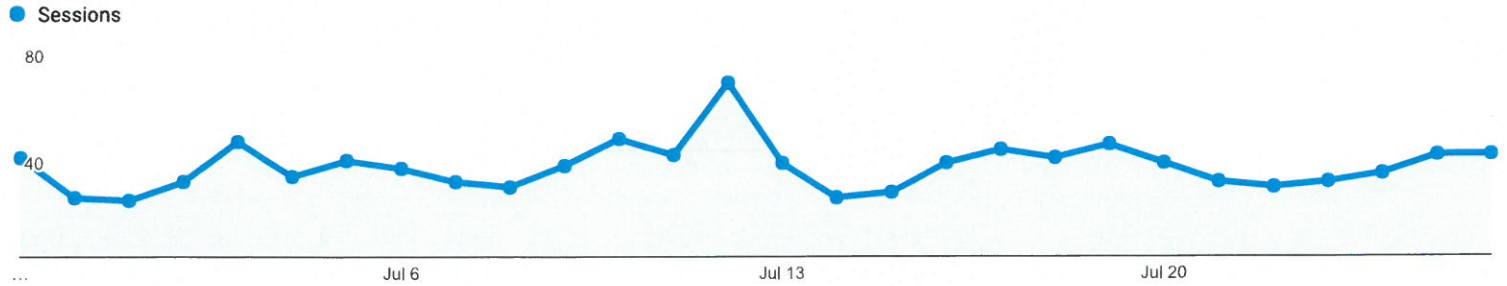
Jason Mansmith – Board President GLCVB

audience Overview

Jun 29, 2017 - Jul 26, 2017

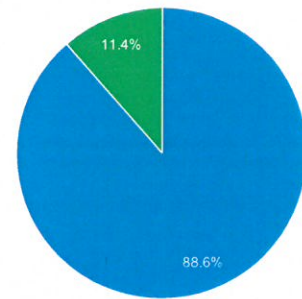
All Users
100.00% Sessions

Overview



Sessions 944	Users 855	Pageviews 3,060
Pages / Session 3.24	Avg. Session Duration 00:01:01	Bounce Rate 7.10%
% New Sessions 88.45%		

■ New Visitor ■ Returning Visitor



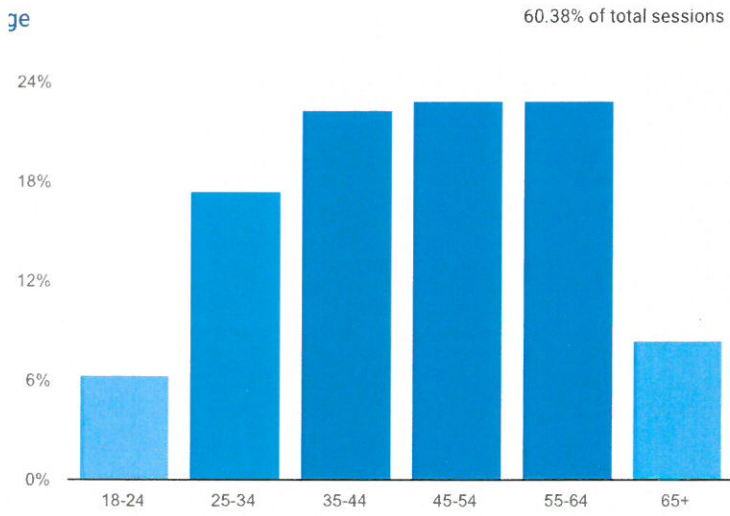
Language	Sessions	% Sessions
1. en-us	922	97.67%
2. (not set)	11	1.17%
3. en-gb	2	0.21%
4. da-dk	1	0.11%
5. de	1	0.11%
6. en	1	0.11%
7. en-ca	1	0.11%
8. fi	1	0.11%
9. he-il	1	0.11%
10. nl	1	0.11%

emographics: Overview

All Users
100.00% Sessions

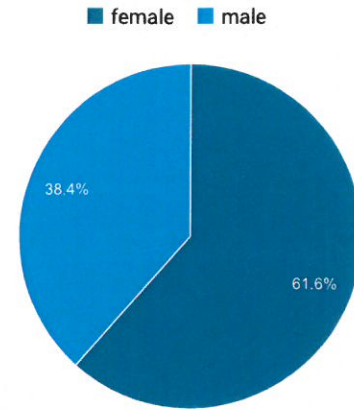
Jun 29, 2017 - Jul 26, 2017

by Metric:



Gender

62.29% of total sessions



Location

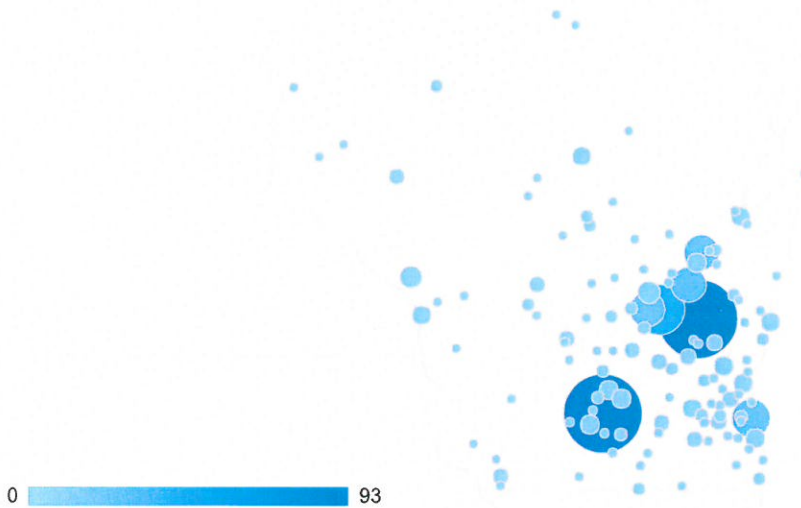
» COUNTRY: United States » REGION: Wisconsin

Jun 29, 2017 - Jul 26, 2017

All Users
53.60% Sessions

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	506 % of Total: 53.60% (944)	86.96% Avg for View: 88.45% (-1.69%)	440 % of Total: 52.69% (835)	3.56% Avg for View: 7.10% (-49.88%)	3.38 Avg for View: 3.24 (4.25%)	00:00:58 Avg for View: 00:01:01 (-4.39%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Madison	93 (18.38%)	91.40%	85 (19.32%)	6.45%	2.96	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Fond du Lac	91 (17.98%)	78.02%	71 (16.14%)	1.10%	3.02	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Ripon	40 (7.91%)	80.00%	32 (7.27%)	5.00%	2.98	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Milwaukee	20 (3.95%)	100.00%	20 (4.55%)	5.00%	3.40	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oshkosh	19 (3.75%)	68.42%	13 (2.95%)	0.00%	3.05	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Green Lake	17 (3.36%)	88.24%	15 (3.41%)	0.00%	4.35	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Appleton	16 (3.16%)	93.75%	15 (3.41%)	6.25%	2.88	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Berlin	6 (1.19%)	100.00%	6 (1.36%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Galesville	6 (1.19%)	33.33%	2 (0.45%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. DeForest	5 (0.99%)	60.00%	3 (0.68%)	20.00%	2.60	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)