



# ***GREEN LAKE COUNTY***

***571 County Road A, Green Lake, WI 54941***

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**Original Post Date: 12/8/17**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corp. Committee on December 14, 2017:**

- 1) Agenda
- 2) Draft minutes from 08/14/17
- 3) Filling Vacancies
- 4) GLCVB Advertising Report



**GREEN LAKE COUNTY**  
**ECONOMIC DEVELOPMENT CORPORATION**

Office: 920-294-4005

Fax: 920-294-4009

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

**December 14, 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 – 08/03/17
6. Correspondence
7. Public Comment (3 min limit)
8. Appearances:
  - Susan Maier MSA Professional Services-Housing Project  
HO #83\*
9. Filling Vacancies\*
10. Resolutions
11. GLCVB Advertising Report
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**  
**August 3, 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, August 3, 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       David Abendroth  
              Liane Walsh            Mary Lou Neubauer

Absent:        Roger Field

Also present: Bill Wheeler, Jason Mansmith, Beth Pelland, Tony Daley (8:40)

**APPROVAL OF AGENDA**

*Motion/second (Abendroth/Baranowski)* to approve the amended agenda. All ayes. Motion carried. Item #8 – 2018 Budget will be moved to follow Item #11 – Discussion and possible action regarding continuation of Green Lake Country Visitors Bureau (GLCVB) support.

**MINUTES**

*Motion/second (Baranowski/Walsh)* to approve the minutes of June 15, 2017. All ayes. Motion carried.

**CORRESPONDENCE** – none

**PUBLIC COMMENT** (3 minute limit) – none

**RESOLUTIONS** - None

**GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT**

Jason Mansmith explained the social media marketing approach. GLCVB has contracted with Treehouse Marketing for 1 year at a cost of \$10,000 to manage the Facebook, Twitter, and Instagram accounts. They provide daily updates that must include all 5 cities that are members of the organization. Comparisons were presented between 2016 and 2017 results. 2017 has shown a significant increase in engaged users over 2016.

**DISCUSSION AND POSSIBLE ACTION REGARDING CONTINUATION OF GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) SUPPORT**

Discussion held. Harley Reabe asked if Fond du Lac County contributes to the organization since Ripon is a member and Mansmith stated they do not. Committee discussed the merits of the organization and the importance of promoting tourism in this area.

## **2018 BUDGET**

Secretary/Treasurer Liz Otto presented the proposed 2018 budget. *Motion/second (Baranowski/Reabe)* to approve the proposed budget as presented with the continuation of the \$10,000 in support for GLCVB. All ayes. Motion carried. Discussion held. *Motion/second (Neubauer/Abendroth)* to continue to provide an additional \$2500.00 in financial support to GLCVB to advertise and promote the outlying areas of Green Lake County. Those funds will be taken out of the Economic Development checking account for 2018 with no tax levy required. All ayes. Motion carried.

## **TREASURER'S REPORT**

County Clerk Liz Otto gave an update on EDC checking account. The current balance as of July 31, 2017 is \$12,499.58. Monthly interest is currently at approximately .53/month.

County Clerk Liz Otto reported that as of July 31, 2017 the housing grant checking account has a balance of \$93,246.27. Current interest is approximately \$4.00 per month.

*Motion/second (Neubauer/Abendroth)* to accept the treasurer's report. All ayes. Motion carried.

## **TREDC REPORT**

TREDC Director Bill Wheeler discussed the current business climate in the tri-county area. Discussion held on the issues of workforce and housing availability. The TREDC summit will be held in late October in Waushara County. A recommendation was made by Phil Baranowski and approved by the committee to pay for EDC member registrations out of the checking account.

**Next regular meeting: TREDC Summit in October (TBD)**

**Future Agenda Items for action & discussion:**

## **ADJOURNMENT**

*Motion/second (Abendroth/Reabe)* to adjourn at 9:40 AM. Motion carried.

Submitted by

Liz Otto, Secretary



Green Lake Area Chamber of Commerce

Statement of Resignation from Green Lake Country Visitors Bureau

FOR IMMEDIATE RELEASE

For more information, contact:

Liane Walsh, Executive Director

Green Lake Area Chamber of Commerce

(920) 294-3231

[liane@visitgreenlake.com](mailto:liane@visitgreenlake.com)

STATEMENT OF RESIGNATION FROM GREEN LAKE COUNTRY VISITORS  
BUREAU

On Tuesday, August 15, the Green Lake Area Chamber of Commerce issued a resignation letter to the Green Lake Country Visitors Bureau to withdraw its membership for the 2018 year.

This decision was made by the Green Lake Area Chamber of Commerce Board of Directors during its August 9 meeting after much consideration.

While a connection to our neighboring communities is important to us, and will continue to happen, the Green Lake Chamber is already utilizing, on its own, the promotional tools the GLCVB uses, and we do not feel it necessary to duplicate these resources.

The GLACC will remain active in the promotion of the area and continue to support our fellow Chambers of Commerce.



**UPDATE FOR EDC AUGUST 2017**

1 guides mailed out to interested parties in Wisconsin

31 phone calls

Representatives from GLCVB met in August for their regular Board of Directors meeting.

Facebook & Social Media Review

Facebook Page Likes

Jan – Feb: 1391 (0)

March – April: 1423 (+32)

May: 1466 (+43)

June: 1492 (+26)

July: 1507 (+15)

August: 1524 (+17)

Monthly Page Engaged Users

February: 51-256

March: 67-457

April: 485-727

May: 272-588

June: 300-439

July: 272-360

August: 76-692

Kind regards,

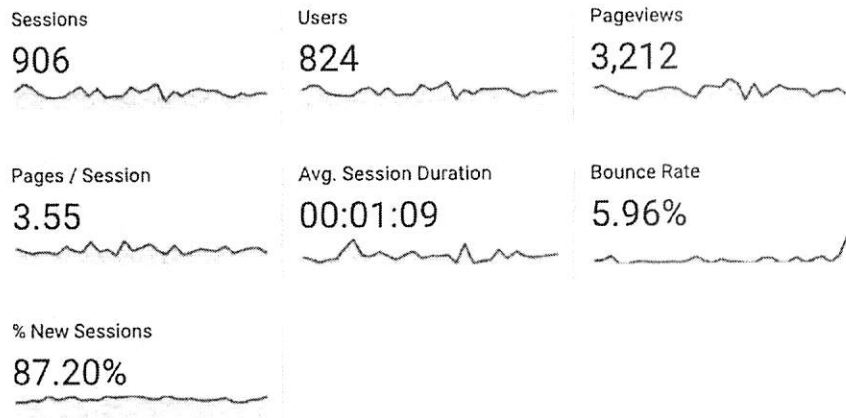
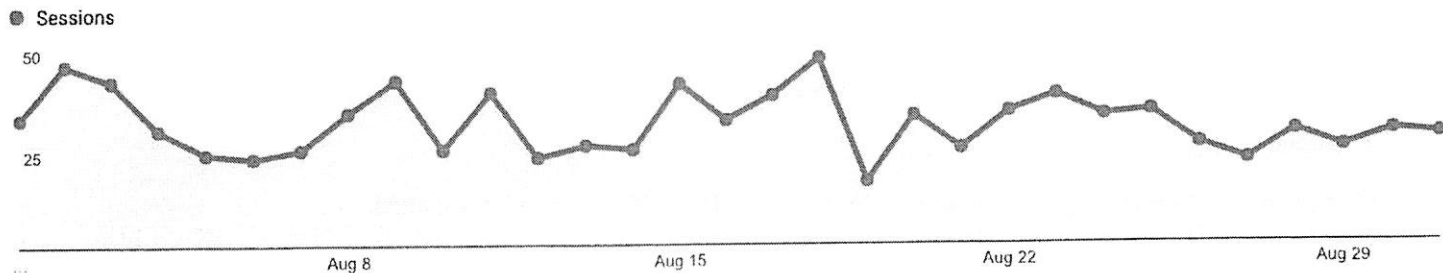
Jason Mansmith – Board President GLCVB

# Audience Overview

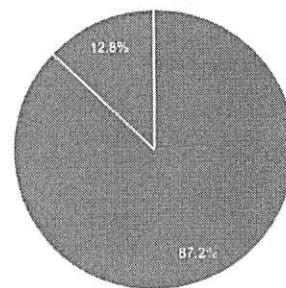
Aug 1, 2017 - Aug 31, 2017

All Users  
100.00% Sessions

## Overview



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	853	94.15%
2. en-gb	25	2.76%
3. (not set)	12	1.32%
4. de-de	2	0.22%
5. en	2	0.22%
6. en-ca	2	0.22%
7. en-in	2	0.22%
8. fr	2	0.22%
9. ar	1	0.11%
10. c	1	0.11%



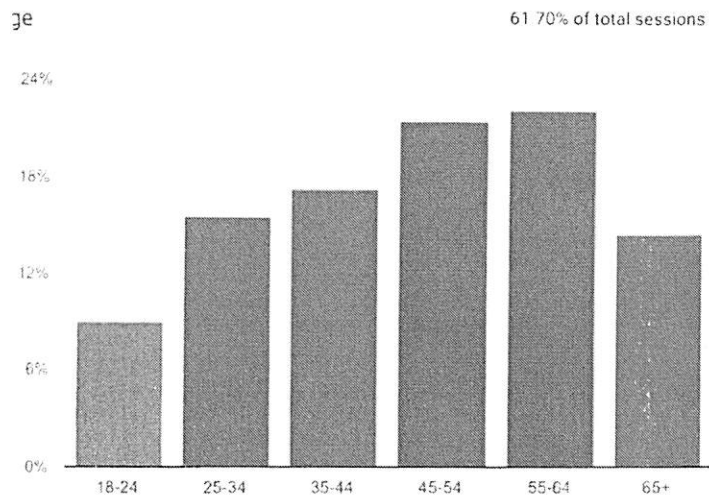
## Demographics: Overview



All Users  
100.00% Sessions

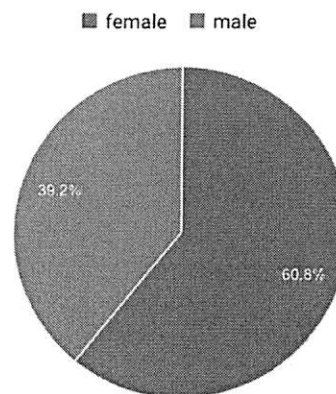
Aug 1, 2017 - Aug 31, 2017

by Metric:



Gender

62.58% of total sessions





## Location

COUNTRY: United States

Aug 1, 2017 - Aug 31, 2017

All Users  
94.48% Sessions

## Map Overlay

Summary



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	856 % of Total: 94.48% (906)	86.45% Avg for View: 87.20% (-0.86%)	740 % of Total: 93.67% (790)	6.19% Avg for View: 5.96% (3.88%)	3.59 Avg for View: 3.55 (1.13%)	00:01:11 Avg for View: 00:01:09 (3.53%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Wisconsin	513 (59.93%)	84.41%	433 (58.51%)	3.70%	3.87	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Illinois	178 (20.79%)	83.71%	149 (20.14%)	1.69%	3.67	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Massachusetts	40 (4.67%)	100.00%	40 (5.41%)	32.50%	1.68	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Minnesota	18 (2.10%)	88.89%	16 (2.16%)	5.56%	4.22	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Virginia	14 (1.64%)	100.00%	14 (1.89%)	85.71%	1.14	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. New Jersey	12 (1.40%)	100.00%	12 (1.62%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. North Carolina	8 (0.93%)	87.50%	7 (0.95%)	12.50%	2.12	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. California	7 (0.82%)	100.00%	7 (0.95%)	14.29%	2.14	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Iowa	7 (0.82%)	100.00%	7 (0.95%)	0.00%	3.71	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Indiana	6 (0.70%)	100.00%	6 (0.81%)	0.00%	2.17	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Location

COUNTRY: United States » REGION: Wisconsin

Aug 1, 2017 - Aug 31, 2017

All Users  
56.62% Sessions

## Map Overlay

Summary

1 81

City	Acquisition		Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	513 % of Total: 56.62% (906)	84.41% Avg for View: 87.20% (-3.20%)	433 % of Total: 54.81% (790)	3.70% Avg for View: 5.96% (-37.86%)	3.87 Avg for View: 3.55 (9.09%)	00:01:14 Avg for View: 00:01:09 (7.64%)	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	81 (15.79%)	83.95%	68 (15.70%)	4.94%	3.26	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Fond du Lac	71 (13.84%)	84.51%	60 (13.86%)	1.41%	3.77	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Milwaukee	32 (6.24%)	81.25%	26 (6.00%)	0.00%	3.56	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Ripon	25 (4.87%)	64.00%	16 (3.70%)	0.00%	3.20	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Green Lake	19 (3.70%)	78.95%	15 (3.46%)	0.00%	2.58	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Oshkosh	13 (2.53%)	100.00%	13 (3.00%)	0.00%	4.15	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Appleton	8 (1.56%)	75.00%	6 (1.39%)	0.00%	2.00	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Green Bay	8 (1.56%)	75.00%	6 (1.39%)	0.00%	3.38	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Menomonee Falls	8 (1.56%)	75.00%	6 (1.39%)	0.00%	8.50	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Amherst	6 (1.17%)	16.67%	1 (0.23%)	0.00%	3.67	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)



#### UPDATE FOR EDC SEPTEMBER 2017

0 guides mailed out to interested parties in Wisconsin

17 phone calls

Representatives from GLCVB met in September for their regular Board of Directors meeting.

#### Facebook & Social Media Review

##### Facebook Page Likes

Jan – Feb: 1391 (0)

March – April: 1423 (+32)

May: 1466 (+43)

June: 1492 (+26)

July: 1507 (+15)

August: 1524 (+17)

September: 1527 (+3)

Total New Likes in 2017: 133

##### Monthly Page Engaged Users

February: 51-256

March: 67-457

April: 485-727

May: 272-588

June: 300-439

July: 272-360

August: 76-692

September: 280-551

Website Analytics: [www.glcountry.com](http://www.glcountry.com)

Page Views: 2111

Users: 540

New Users: 85%

Female 63% - Male 37%

Top 3 Countries: United States, China, South Korea

Top 3 States: Wisconsin, Illinois, Texas

Top 3 Cities: Madison, Fond du Lac, Ripon

Average Time Spent on Site: 1:09



Kind regards,  
Jason Mansmith – Board President GLCVB



#### **UPDATE FOR EDC OCTOBER 2017**

0 guides mailed out to interested parties in Wisconsin

Representatives from GLCVB met in October for their regular Board of Directors meeting.

Facebook & Social Media Review

Facebook Page Likes

Jan – Feb: 1391 (0)

March – April: 1423 (+32)

May: 1466 (+43)

June: 1492 (+26)

July: 1507 (+15)

August: 1524 (+17)

September: 1527 (+3)

October: 1542 (+15)

Total New Likes in 2017: 148

Monthly Page Engaged Users

February: 51-256

March: 67-457

April: 485-727

May: 272-588

June: 300-439

July: 272-360

August: 76-692

September: 280-551

October: 303-556

Daily Reach Range

October: 2726 - 4785

Website Analytics: [www.glcountry.com](http://www.glcountry.com)

Page Views: 1426

Users: 354

New Users: 84%

Female 60.6% - Male 39.4%

Top 3 Countries: United States, Philippines, Germany

Top 3 States: Wisconsin, Illinois, New Jersey

Top 3 Cities: Madison, Fond du Lac, Ripon

Average Time Spent on Site: 1:01