



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 01/25/2018

Amended* Post Date:

**The following documents are included in the packet for the
Economic Development Corporation on February 2, 2018:**

- 1) Agenda
- 2) Draft minutes from 12/14/2017
- 3) Resignation Letter from GLCVB
- 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

February 2, 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 – 12/14/2017
6. Correspondence
7. Public Comment (3 min limit)
8. Appearances
9. Filling Vacancies on EDC and TREDC
10. Discussion regarding resignation of Green Lake Area Chamber of Commerce from Green Lake Country Visitors Bureau (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
December 14, 2017

The meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Scott Sommers at 8:35 AM on Thursday, December 14, 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 Scott Sommers Mary Lou Neubauer
 Harley Reabe Phil Baranowski
 Lindsey Kemnitz (8:55)

Absent: David Abendroth, Liz Otto, Liane Walsh

Also present: Jason Mansmith, Cathy Schmit, Susan Maier, Nan Hanson

APPROVAL OF AGENDA

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

MINUTES

Motion/second (Reabe/Neubauer) to approve the minutes of August 3, 2017. All ayes. Motion carried.

CORRESPONDENCE –

None

PUBLIC COMMENT (3 minute limit) –

None

APPEARANCES

- Susan Maier – MSA Professional Services: HO #183

Susan Maier explained that the State has updated the Community Development Block Grant (CDBG) Housing Program Manual. With the program changes, if a property owner complies with the three qualifications: income; equity in the home; and eligible work, the project is generally approved.

Motion/second (Baranowski/Neubauer) to acknowledge that it is not the EDC's responsibility to approve individual loans as long as the project meets eligible requirements established in the CDBG Housing Program Manual. All ayes. Motion carried. The EDC does request an annual review of the projects.

FILLING VACANCIES

Discussion held – This item tabled until next meeting.

RESOLUTIONS - None

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Jason Mansmith explained that 2017 contract to manage their social media accounts is with Treehouse Marketing. Mansmith is currently evaluating 2017 social media activity as he works on their 2018 contract. Discussion was held

TREASURER'S REPORT

Acting Secretary Nan Hanson gave an update on EDC checking account. The current balance as of November 30, 2017 is \$12,501.67. Monthly interest is currently at approximately .50/month. Check #1005 dated 11/8/17 for \$150.00 for the TREDC summit has not cleared the bank yet.

Nan Hanson reported that as of November 30, 2017 the housing grant checking account has a balance of \$94,233.12. Current interest is approximately \$4.00 per month.

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

TREDC REPORT

TREDC - Scott Sommers reported that the 2017 Summit went well. Next year the Summit will be held in Green Lake County. TREDC currently has a vacancy that needs to be filled.

Next regular meeting: February 2, 2018

Future Agenda Items for action & discussion: Filling Vacancies,

ADJOURNMENT

Motion/second (Baranowski/Reabe) to adjourn at 9:00 AM. Motion carried.

Submitted by

Nan Hanson, Acting 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

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 DECEMBER 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)

August: 1524 (+17)

September: 1527 (+3)

October: 1542 (+15)

November 1549 (+7)

December 1549 (0)

Total New Likes in 2017: 155

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

November: 156-299

December 164-232

Daily Reach Range

December: 2 - 400

Website Analytics: www.glcountry.com

Page Views: 869

Users: 273

New Users: 83%

Female 47% - Male 52%

Top 3 Countries: United States, Canada, South Korea

Top 3 States: Wisconsin, Illinois, New Jersey

Top 3 Cities: Madison, Fond du Lac, Oshkosh

Average Time Spent on Site: 1:16

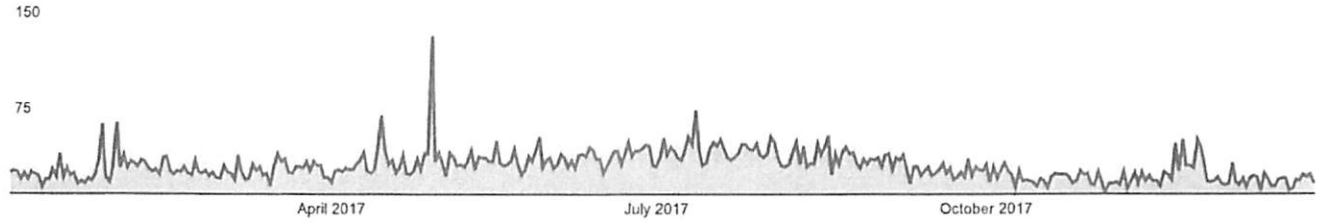
Audience Overview

Jan 1, 2017 - Dec 31, 2017

All Users
100.00% Sessions

Overview

Sessions



Sessions

7,922

Users

6,969

Pageviews

26,858

Pages / Session

3.39

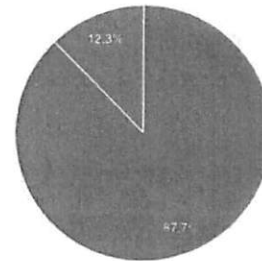
Avg. Session Duration

00:01:07

Bounce Rate

6.68%

New Visitor Returning Visitor



% New Sessions

87.71%

Language	Sessions	% Sessions
1. en-us	7,622	96.21%
2. en-gb	118	1.49%
3. (not set)	37	0.47%
4. c	22	0.28%
5. ko	19	0.24%
6. en-ca	13	0.16%
7. zh-cn	10	0.13%
8. en	8	0.10%
9. fr	8	0.10%
10. de	5	0.06%

Overview



All Users

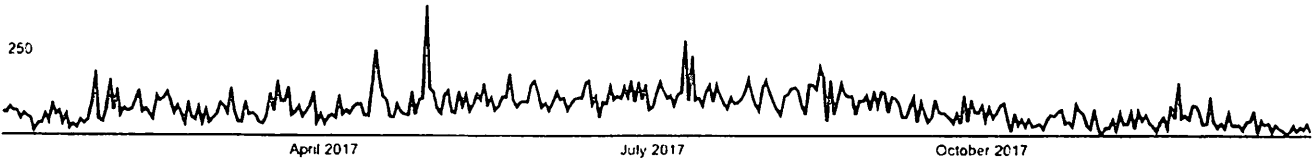
100,000 Pageviews

Jan 1, 2017 - Dec 31, 2017

Overview

Pageviews

500



Pageviews

26,858

Unique Pageviews

11,671

Avg. Time on Page

00:00:28

Bounce Rate

6.68%

% Exit

29.50%

Page	Pageviews	% Pageviews
1. /	7,247	26.98%
2. /lodging/campgrounds/	1,519	5.66%
3. /calendar/	1,435	5.34%
4. /lodging/cabins-cottages-private-homes/	1,295	4.82%
5. /dining/restaurants/	1,140	4.24%
6. /maps/	629	2.34%
7. /seasonal-itinerary/	559	2.08%
8. /lodging/hotels-motels-inns/	461	1.72%
9. /contact-us/	428	1.59%
10. /the-great-outdoors/hunting/	411	1.53%

Interests: Overview

All Users
100.00% Sessions

Jan 1, 2017 - Dec 31, 2017

Key Metric:

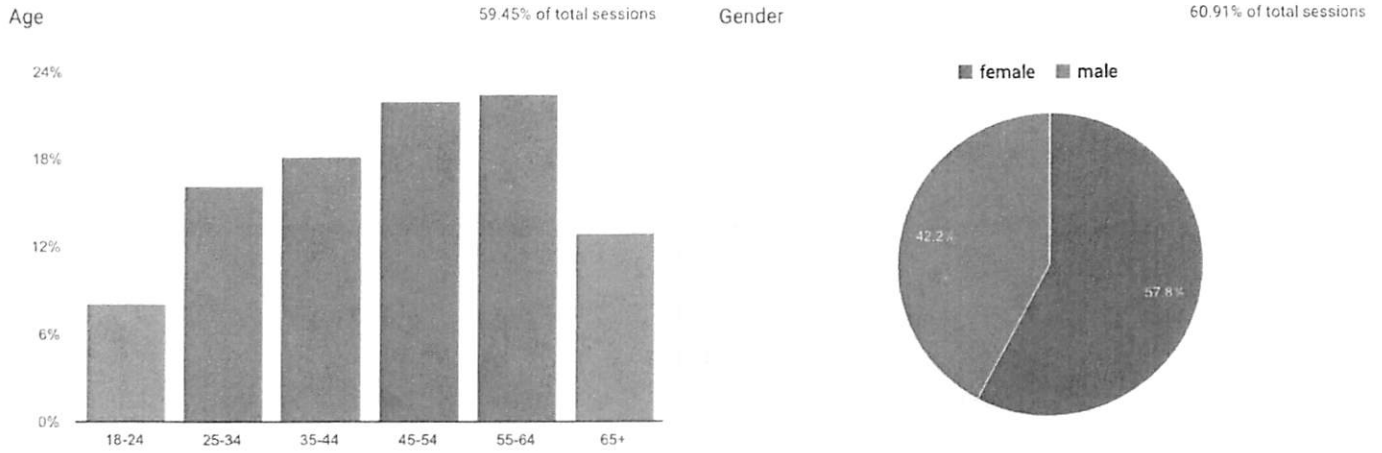
Affinity Category (reach)		63.91% of total sessions	In-Market Segment		58.85% of total sessions
3.84%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs		3.90%	Travel/Hotels & Accommodations	
3.23%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies		2.76%	Travel/Trips by Destination/Trips to North America	
2.96%	Media & Entertainment/TV Lovers		2.17%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.96%	Travel/Travel Buffs		2.14%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.72%	Lifestyles & Hobbies/Outdoor Enthusiasts		2.06%	Home & Garden/Home Decor	
2.70%	Banking & Finance/Avid Investors		2.01%	Home & Garden/Home & Garden Services/Landscape Design	
2.55%	Home & Garden/Home Decor Enthusiasts		1.95%	Travel/Air Travel	
2.46%	Shoppers/Bargain Hunters		1.87%	Home & Garden/Home Furnishings	
2.39%	Lifestyles & Hobbies/Family-Focused		1.82%	Employment	
2.31%	Shoppers/Value Shoppers		1.72%	Apparel & Accessories/Women's Apparel	
Other Category		63.48% of total sessions			
4.20%	News/Weather				
3.49%	Arts & Entertainment/Celebrities & Entertainment News				
2.98%	Food & Drink/Cooking & Recipes				
1.86%	News/Sports News				
1.75%	Arts & Entertainment/TV & Video/Online Video				
1.74%	Real Estate/Real Estate Listings/Residential Sales				
1.74%	Sports/Team Sports/American Football				
1.52%	Shopping/Mass Merchants & Department Stores				
1.42%	Internet & Telecom/Email & Messaging				
1.32%	Travel/Air Travel				

Demographics: Overview

 All Users
100.00% Sessions

Jan 1, 2017 - Dec 31, 2017

Key Metric:



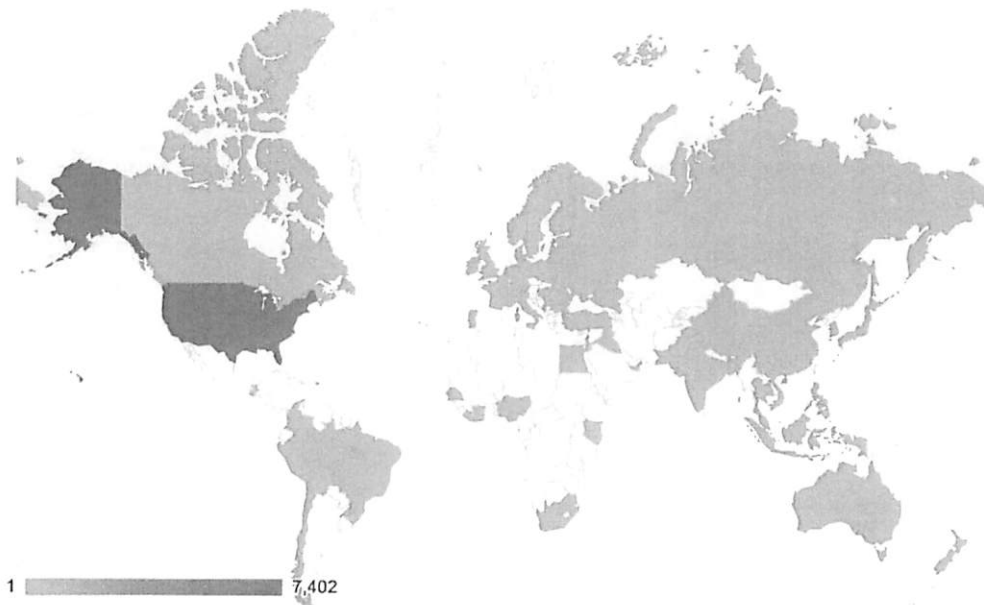
Location

All Users
100.00% Sessions

Jan 1, 2017 - Dec 31, 2017

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,922 % of Total: 100.00% (7,922)	87.74% Avg for View: 87.71% (0.04%)	6,951 % of Total: 100.04% (6,948)	6.68% Avg for View: 6.68% (0.00%)	3.39 Avg for View: 3.39 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	7,402 (93.44%)	87.11%	6,448 (92.76%)	6.40%	3.47	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Brazil	81 (1.02%)	100.00%	81 (1.17%)	0.00%	2.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. India	80 (1.01%)	93.75%	75 (1.08%)	5.00%	2.29	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Canada	71 (0.90%)	98.59%	70 (1.01%)	2.82%	2.25	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	31 (0.39%)	96.77%	30 (0.43%)	6.45%	2.26	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. China	29 (0.37%)	100.00%	29 (0.42%)	89.66%	1.10	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Philippines	29 (0.37%)	89.66%	26 (0.37%)	6.90%	3.66	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. South Korea	20 (0.25%)	95.00%	19 (0.27%)	35.00%	1.65	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Germany	18 (0.23%)	100.00%	18 (0.26%)	11.11%	2.94	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. United Kingdom	17 (0.21%)	100.00%	17 (0.24%)	0.00%	2.12	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

Location

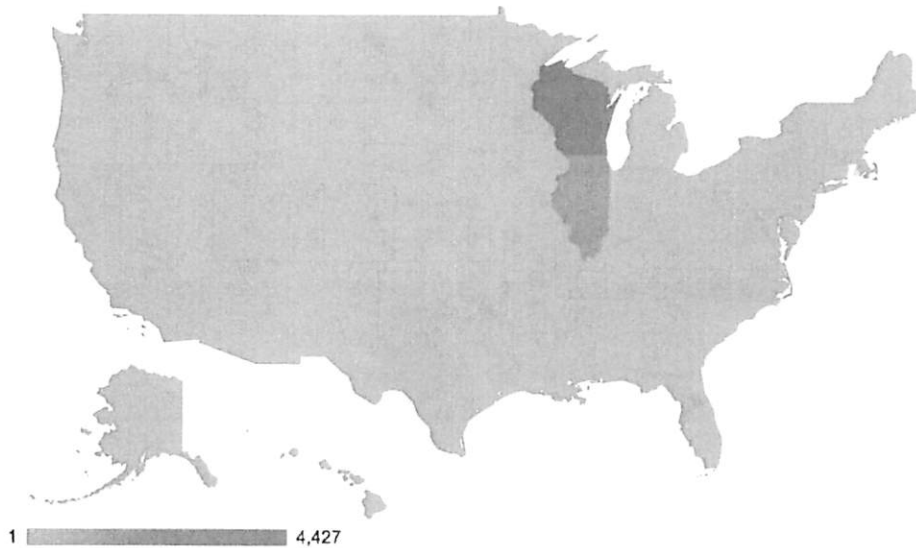
ALL » COUNTRY: United States

Jan 1, 2017 - Dec 31, 2017

All Users
93.44% 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
	7,402 % of Total: 93.44% (7,922)	87.11% Avg for View: 87.71% (-0.68%)	6,448 % of Total: 92.80% (6,948)	6.40% Avg for View: 6.68% (-4.10%)	3.47 Avg for View: 3.39 (2.21%)	00:01:10 Avg for View: 00:01:07 (4.00%)	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	4,427 (59.81%)	84.71%	3,750 (58.16%)	4.77%	3.70	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Illinois	1,449 (19.58%)	86.96%	1,260 (19.54%)	4.42%	3.51	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Massachusetts	180 (2.43%)	100.00%	180 (2.79%)	33.33%	1.76	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Minnesota	121 (1.63%)	90.91%	110 (1.71%)	6.61%	3.45	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. New Jersey	121 (1.63%)	99.17%	120 (1.86%)	21.49%	1.79	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. California	117 (1.58%)	94.87%	111 (1.72%)	6.84%	2.58	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Utah	96 (1.30%)	98.96%	95 (1.47%)	1.04%	1.99	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Virginia	86 (1.16%)	93.02%	80 (1.24%)	47.67%	2.10	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. New York	74 (1.00%)	95.95%	71 (1.10%)	14.86%	2.38	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Florida	65 (0.88%)	92.31%	60 (0.93%)	3.08%	3.94	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)

Location

ALL » COUNTRY: United States » REGION: Wisconsin

Jan 1, 2017 - Dec 31, 2017

All Users
55.88% Sessions

Map Overlay

Summary

1 713

City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,427 % of Total: 55.88% (7,922)	84.71% Avg for View: 87.71% (-3.42%)	3,750 % of Total: 53.97% (6,948)	4.77% Avg for View: 6.68% (-28.62%)	3.70 Avg for View: 3.39 (9.22%)	00:01:15 Avg for View: 00:01:07 (12.88%)	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	713 (16.11%)	86.26%	615 (16.40%)	5.75%	3.17	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Fond du Lac	663 (14.98%)	76.62%	508 (13.55%)	3.02%	3.65	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Ripon	293 (6.62%)	69.97%	205 (5.47%)	3.75%	3.66	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Milwaukee	182 (4.11%)	86.81%	158 (4.21%)	1.10%	4.07	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oshkosh	168 (3.79%)	82.14%	138 (3.68%)	4.76%	3.38	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Appleton	120 (2.71%)	88.33%	106 (2.83%)	1.67%	3.72	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Green Lake	116 (2.62%)	82.76%	96 (2.56%)	4.31%	3.54	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Beaver Dam	52 (1.17%)	94.23%	49 (1.31%)	13.46%	2.33	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Berlin	52 (1.17%)	80.77%	42 (1.12%)	3.85%	3.94	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Green Bay	49 (1.11%)	85.71%	42 (1.12%)	4.08%	4.43	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)