

GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 09/20/18

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation on September 27, 2018:

- 1) Amended Agenda
- 2) Minutes from 08/02/18
- 3) Information on Mission Statement and By Laws
- 4) GLCVB Report



GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

Office: 920-294-4005 Fax: 920-294-4009

GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION MEETING NOTICE

September 27, 2018 3:00 PM

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. Minutes -08/02/18
- 5. Correspondence
- 6. Public Comment (3 min limit)
- 7. Update on Revolving Loan Fund
- 8. *Review Mission Statement and By Laws
- 9. GLCVB Advertising Report
- 10. Treasurer's Report
- 11. TREDC Report
 - *Future Funding for TREDC
 - *Director Replacement
- 12. Committee Discussion
 - Future Meeting Date & Agenda items:
- 13. 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 2, 2018

The meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Scott Sommers at 3:00 PM on Thursday, August 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
Lindsey Kemnitz Roger Field
Liz Otto Dave Abendroth

Scott Mundro

Absent: Bob Gintoft

Also present: Tony Daley, Berlin Journal

MINUTES

Motion/second (**Baranowski/Abendroth**) to approve the minutes of June 29, 2018 with no errors or corrections. All ayes. Motion carried.

<u>CORRESPONDENCE</u> – County Clerk Liz Otto read an email received from Julie Oleson of the Juneau County Housing Authority regarding the Community Development Block Grant program. Oleson stated they are setting up booths at local county fairs and the response has been good. They will be at the Green Lake County fair on August 2-5. They have received many new applications so she feels people are receiving more information on the program.

PUBLIC COMMENT (3 minute limit) – None

APPEARANCES - None

RESOLUTIONS/ORDINANCES - None

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Scott Mundro reported an increased use of social media across all platforms in the past few months. Discussion held on the GLCVB boundaries and what areas are currently included in the organization. Mundro stated that they are currently looking at updating the mission statement and bylaws. Discussion held on the charging station at the Green Lake County Fair and the possible use of it at other large events in the area.

TREASURER'S REPORT

County Clerk Liz Otto gave an update on the EDC checking account. The current balance as of July 31, 2018 is \$9,854.75.

The housing grant checking account has a balance of \$88,940.78 as of July 31, 2018. One check written for \$25,700.00 for a new loan.

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

2019 BUDGET

County Clerk Liz Otto informed the committee that the \$40,000 allocated for the Tri-County Economic Development Director in past years has been eliminated from the 2019 budget. Discussion held. \$2,500 for support of the GLCEDC will be taken out of the EDC checking account for 2019 which is the same as last year.

TREDC REPORT

Discussion held on the future of TREDC. A copy of the revolving loan fund audit done by Schenck will be requested for the past several years.

COMMITTEE DISCUSSION

Next regular meeting: September 6, 2018 at 3:00 PM

Future Agenda Items for action & discussion: update on the revolving loan fund, review mission statement

ADJOURNMENT

Motion/second (Mundro/Baranowski) to adjourn at 4:10 PM. Motion carried.

Submitted by

Liz Otto

County Clerk

RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE ECONOMIC DEVELOPMENT CORPORATION

June 15, 2017

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their meeting on the 15th day of June 2017, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-laws, in accordance with Article VI, Section 5-Amendments; and,

WHEREAS, the recommended changes to the By-laws must be approved at a meeting of the Board of Directors and final approval of the changes to the By-laws must be approved by the Green Lake County Finance Committee,

NOW THEREFORE BE IT RESOLVED, that:

The amended Bylaws of the Economic Development Corporation, Green Lake, Wisconsin, which are attached hereto are adopted.

Passed & Adopted/Rejected this 15th

day of June, 2017

Scott Sommers

Corporation President

Elizabeth Otto

Attest: Secretary/Treasurer

Approved by Green Lake County Finance Committee on this 28th day of June 2017

Harley Reade, Finance Committee Chair

ARTICLES OF INCORPORATION

ARTICLES OF INCORPORATION GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

ARTICLE I - NAME

The name of the corporation shall be Green Lake County Economic Development Corporation.

ARTICLE II - PERIOD OF EXISTENCE

The period of existence shall be perpetual.

ARTICLE III - PURPOSES

The purpose of this corporation shall be:

- a. To promote industrial and other economic development in Green Lake County, Wisconsin;
- b. To preserve and enhance the tax base of Green Lake County;
- c. To promote, attract, stimulate, rehabilitate and revitalize commerce, industry and manufacturing in Green Lake County, Wisconsin;
- d. To stimulate the flow of private investment funds from banks, investment houses, insurers and other financial institutions to Green Lake County, Wisconsin;
- e. To promote the right to gainful employment, business opportunities, and general welfare of the inhabitants of Green Lake County, Wisconsin, and to preserve and enhance the tax base in Green Lake County and the municipalities contained therein;
- f. To develop the natural resources of Green Lake County, Wisconsin;
- g. To foster and expand existing industries and commercial enterprises in Green Lake County, Wisconsin;
- h. To establish a civic and economic climate that will encourage and attract new industries;
- i. To do all things necessary to actively and aggressively participate in matters pertaining to the social, economic and industrial welfare of Green Lake County, Wisconsin;

j. To engage in any lawful act or activity which may be necessary or appropriate for carrying out and accomplishing any of the foregoing objects or purposes.

ARTICLE IV - STATUS OF CORPORATION

This corporation is a non-stock, not-for-profit corporation and no dividends, liquidating dividends or distributions shall be declared or paid to any private individual or officer or director of the corporation. No part of the net earnings or net income of the corporation shall ever be distributed to any officer, director or private individual, provided however, reasonable compensation may be paid for services rendered to or for the corporation effecting one or more of its purpose.

ARTICLE V – MEMBERS

The corporation may have one or more classes of members. Qualifications, rights and methods of election and acceptance of members of each class shall be as provided from time to time in the Bylaws of the corporation.

ARTICLE VI – DIRECTORS

<u>Section 1:</u> The number of directors shall be such number not less than three as shall be fixed from time to time in the Bylaws.

Section 2: The manner of election or appointment of directors shall be as provided from time to time by the Bylaws.

<u>Section 3:</u> The number of directors constituting the initial board of directors shall be seven (7). The names and addresses of the initial directors are:

James E. Schommer, 491 Sacramento St., Berlin WI 54923

Philip Baranowski, PO Box 475, Green Lake WI 54941

Charles McDowell, Rt 2, Box 812, Bugh's Lake Rd, Wautoma WI 54982

Laurence W. Trotter, II, 678 River Bend Lane, Princeton WI 54968

Colon Wallace, 428 River Drive, Berlin WI 54923

David F. Zanto, 890 W. John St., Markesan WI 53946

William J. Zuhlke, 241 N. Bridge St., Markesan Wi 53946

Section 4: Initially, directors Baranowski, McDowell and Trotter shall serve a one (1) year term, and directors Wallace, Zanto and Zuhlke shall serve a two (2) year term. After the initial terms, all directors shall serve two (2) year terms, with these terms beginning on May 1 of the

year in which appointed. The director representing the Green Lake County Board of Supervisors shall serve from the April organizational meeting of that body for a two (2) year term.

ARTICLE VII – OFFICERS

The officers of the corporation shall consist of the president, one or more vice presidents, secretary/treasurer; and such other officers as may be elected or appointed as provided in the Bylaws of the corporation.

ARTICLE VIII – INDEMNIFICATION OF DIRECTORS, OFFICERS, AGENTS, EMPLOYYEES

The Bylaws shall provide for indemnification of directors, officers, students and employees of the corporation in a manner not inconsistent with the laws of the State of Wisconsin.

ARTICLE IX - PRINCIPAL OFFICE AND REGISTRERED AGENT

The address of the principal office of the corporation is Office of the County Clerk, Courthouse, 492 Hill Street, Green Lake, Wisconsin 54941-3188, and the name of the registered agent at such address is Raymond F. Stoll.

ARTICLE X – NAME AND ADDRESS OF INCORPORATOR

Raymond F. Stoll, County Clerk, Courthouse, 492 Hill Street, Green Lake, Wisconsin 54941-3188.

ARTICLE XI - AMENDMENTS

These articles may be amended from time to time as provided by law.

ARTICLE XII – BYLAWS

The Bylaws of this corporation and all subsequent amendments thereto shall be approved by the Strategic Planning and Economic Development Committee of the Green Lake County Board of Supervisors.

Executed in triplicate this 21st day of March, 1990.

/s/ Raymond F. Stoll (SEAL)
Raymond F. Stoll

Subscribed and sworn to before me on this 21st day of March, 1990.

/s/ Julie Ann Sobralski______ Julie Ann Sobralski, Notary Public Green Lake County, State of Wisconsin My commission expires March 28, 1993.

(SEAL)

This document was drafted by and should be returned to:

Raymond F. Stoll, County Clerk Courthouse, 492 Hill Street Green Lake, Wisconsin 54941-3188

BYLAWS

BYLAWS OF GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION PREAMBLE

The purposes of this corporation shall be:

- a. To promote industrial and other economic development in Green Lake County, Wisconsin;
- b. To preserve and enhance the tax base of Green Lake County;
- c. To promote, attract, stimulate, rehabilitate and revitalize commerce, industry and manufacturing in Green Lake County;
- d. To stimulate the flow of private investment funds from banks, investment houses, insurers and other financial institutions into Green Lake County;
- e. To promote the right to gainful employment, business opportunities and general welfare of the inhabitants of Green Lake County, and to preserve and enhance the tax base of Green Lake County and the municipalities contained therein;
- f. To promote the use of the natural resources of Green Lake County in a sustainable manner;
- g. To foster and expand existing industries and commercial enterprises in Green Lake County;
- h. To establish a civic and economic climate that will encourage and attract new industries;
- To do all things necessary to actively and aggressively participate in matters pertaining to the social, economic and industrial welfare of Green Lake County;
- j. To engage in any lawful act or activity which may be necessary or appropriate for carrying out and accomplishing any of the foregoing objects or purposes;
- k. To collaborate with neighboring counties through the Tri-county Economic Development Corporation (TREDC);
- 1. Promote TREDC to County Board, communities, and businesses.

ARTICLE I - ORGANIZATION

Section 1 - Board of Directors:

The Board of Directors of the Green Lake County Economic Development Corporation (GLECDC) shall consist of up to nine members who shall be appointed by the Chairman of the County Board of Green Lake County, with the consent of the County Board. The County Clerk of Green Lake County shall be an ex officio member, and shall have voting privileges. No more than one active member of the County Board of Supervisors shall be appointed, with the balance of the appointed membership representing various aspects of business, industry and education throughout the County.

ARTICLE II - DUTIES

Section 1 - Board of Directors

- a. It shall be the duty of the Board of Directors to set policy; to run a financially sound organization; to represent the communities in Green Lake County; to carry out the mandates set forth in the preamble to these Bylaws; and to manage the property, affairs, and business of the GLCEDC.
- b. The Board of Directors shall act as a committee as a whole and no fees shall be paid to the directors from the Corporation.
- c. The Board of Directors shall annually, at the regular meeting of said Board held for the purpose of electing officers for the new year immediately after the annual meeting of the members, choose from among the directors a president, vice-president and such other corporate officers as the corporate articles and Bylaws may require. Such officers shall hold office for a three year staggered terms or until their successors are elected and qualified. The County Clerk shall serve as secretary/treasurer of the corporation.
- d. Vacancies occurring on the Board of Directors between annual meetings shall be filled by the Chairman of the Green Lake County Board of Supervisors, with the consent of the County Board. All directors shall have equal rights and responsibilities, and each director shall have one vote.
- e. Any director may be removed from office by an affirmative vote of a majority of the members or a majority of the directors if, in the opinion of such majority of the members or directors, there is not adequate participation in the affairs of the GLCEDC by the director in question, or if, in the opinion of such majority of the members or directors, other cause exists for removal.
- f. The Board of Directors shall appoint representatives from its membership to TREDC, and other organizations that relate to economic development in Green Lake County.
- g. The Board of Directors shall cause an annual written report of the activities of the corporation to be prepared and submitted to the Green Lake County Board of Supervisors prior to the February meeting of said Board of Supervisors following the year of the report.

Section 2 – President:

The president shall make committee appointments with Board of Directors approval. The president shall preside at all of the meetings of the members, of the Board of Directors, and the Executive Committee. The president shall be the chief executive officer of the corporation and shall see that all orders and resolutions of the Board of Directors and Executive Committee are carried into effect. The president shall execute all deeds, leases, conveyances, contracts and agreements authorized by the Board of Directors. The president shall submit a complete and detailed report of the corporation for the fiscal year and of its financial condition to the Board of Directors at its first regular meeting of each year and to the members at their annual meeting, and shall, from time to time, report to the Board of Directors and Executive Committee all matters within his/her knowledge which interests of the corporation may require to be brought to its notice. The president shall perform such additional duties as may be prescribed from time to time by these Bylaws.

Section 3 – Vice President:

The vice president shall perform the duties of the president during any absence or disability of the president. In the event of the death or resignation of the president, the vice president shall assume that office.

Section 4 – Secretary/Treasurer:

- a. The secretary shall countersign all deeds, leases or conveyances executed by the corporation, and shall keep a correct and complete record of all the proceedings of the corporation, including such as relate to the election of officers, minutes of the meetings of members and directors. The secretary shall also keep a book containing the names of all members since its organization, showing places of residence, and shall safely and systematically keep all books, records and papers belonging to the corporation, or in any way pertaining to the business thereof. The secretary shall attend to the giving and serving of all notices of the corporation whereby meetings of the Board of Directors or members are assembled. The secretary shall in general perform all of the duties which are incident to the office of secretary of a corporation, subject to the Board of Directors. The secretary shall perform such additional duties as may be prescribed from time to time by the Board of Directors or these Bylaws.
- b. The treasurer shall keep and account for all monies, credits and property of the corporation which shall come into his/her hands, and keep an accurate account of all money received and disbursed. The treasurer shall make such statements as are required to be made by the laws of the State of Wisconsin. The treasurer shall have the custody of all funds and securities or the corporation. Whenever necessary and proper, the treasurer shall endorse on behalf of the

corporation all checks, notes or other obligations and evidences of payment of money payable to the corporation or coming into his/her possession, and shall deposit the funds arising therefrom, together with all other funds of the corporation coming into his/her possession in the name and to the account of the corporation with the Treasurer of Green Lake County, to be placed in such financial institutions or other depositories as directed by the Green Lake County Board of Supervisors. The treasurer and the president shall sign all checks and other instruments drawn on or payable out of the funds of the corporation, and all bills, notes or other evidences of the indebtedness of the corporation not requiring the seal of the corporation. Whenever required by the Board of Directors, he/she shall exhibit a true and complete statement of his/her cash account and of the securities and other funds in his/her possession, custody and control. The treasurer shall provide a financial report at every meeting of the Board of Directors. The treasurer shall at all reasonable times within business hours exhibit his/her books and accounts to any director. The treasurer shall in general perform all the duties which are incident to the office of treasurer of a corporation subject to the Board of Directors. The treasurer shall give bond in such sum and with such surety as the Board of Directors may direct for the faithful performance of his/her duties and for the safe custody of the funds and property coming within his/her possession. The treasurer shall aid and assist the Finance Committee in the preparation of the annual budget of the corporation. The treasurer shall perform such additional duties as may from time to time by prescribed by the Board of Directors or by these Bylaws.

ARTICLE III - MEETINGS

Section 1 – Annual Membership Meeting

- a. The annual meeting of the directors of the corporation shall be held annually in the fall, and at such place in the State of Wisconsin as may be designated in the notice of the meeting by the Board of Directors.
- b. At the spring meeting of the GLCEDC following the April elections, the directors of the corporation shall elect officers for any open positions.
- c. Special meetings of the directors of the corporation may be called at any time by the president and shall be called by the secretary/treasurer on the written request of any three directors, and shall be held in the State of Wisconsin, at such time and place as the president, or secretary/treasurer, shall designate.
- d. Notice stating the place, date and hour of all meetings, and in case of a special meeting the purpose of purposes for which the meeting is called, shall be given by the secretary/treasurer to each director of the corporation either by United States Postal Service, or by email not less

- than ten days before the date appointed for such meeting, addressed to each such representative at his/her address as it appears in the books of the corporation.
- e. The presence of a majority of the directors in person at any meeting shall constitute a quorum. Each representative shall be entitled to one vote with respect to matters which shall properly come before meetings of the members. A representative only may vote in person.

Section 1 – Board Meetings:

- a. Notice of all meetings of the Board of Directors shall be publicly held in places reasonably accessible to members of the public and shall be open to all citizens at all times unless otherwise expressly provided by law in accordance with Wis. Stat. § 19.81et al.
- b. Regular meetings of the Board of Directors shall be held at such time and place as the Board of Directors may designate. Special meetings of the Board of Directors may be held at any time on the call of the president, and shall be called by the secretary/treasurer on the written request of three directors, and shall be held at such time and place in Wisconsin as shall be designated by the president or secretary/treasurer.
- c. Notice of all meetings of the Board of Directors shall be given to each director and may be given by personal delivery or telephoning such notice to each director at least 24 hours before the time set for such meeting, or by emailing or sending by United States Postal Service in the State of Wisconsin addressed to each director as his/her name may appear in the books of the corporation at least 48 hours before the time fixed for such meeting, provided however, that any director may waive notice of any meeting.
- d. The presence of a majority of the Board of Directors shall constitute a quorum at any regular or special meeting of the Board for the transaction of all and any business of the corporation. The act of a majority of the directors present at a meeting at which a quorum is present shall be the act of the Board of Directors, unless the act of a greater proportion is required by law. A representative only may vote in person.
- e. At the spring meeting of the GLCEDC following the April elections, the directors of the corporation shall elect officers for any open positions.

Section 2 – Committee Meetings:

Ad hoc committee meetings shall be called by the president or the committee chairman.

ARTICLE IV – INDEMNIFICATION

Section 1:

The corporation shall indemnify any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceedings, whether civil, criminal, administrative or investigative (other than an action by or in the right of the corporation) by reason of the fact that he/she is or was a director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise, against expenses, including attorneys' fees, judgments, fines and amounts paid in settlement actually and reasonable incurred by him/her in connection with such action, suite or proceeding if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interest of the corporation, and, with respect to any criminal action or proceeding, had no reasonable cause to believe his/her conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that the person did not act in good faith and in a manner which he/she reasonably believed to be in or not opposed to the best interests of the corporation, and, with respect to any criminal action or proceeding, had reasonable cause to believe that his/her conduct was lawful.

Section 2:

The corporation shall indemnify any person who is or was a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the corporation to procure a judgment in its favor by reason of the fact that he/she is or was director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise against expenses, including attorneys' fees, actually and reasonable incurred by him/her in connection with the defense or settlement of such action or suit if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his/her duty to the corporation unless and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite that adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses when such court shall deem proper.

Section 3:

To the extent that a director, officer, employee or agent of the corporation has been successful on the merits or otherwise in defense of any action, suit or proceeding referred to in Section 1 or 2, or in the defense of any claim, issue or matter therein, he/she shall be indemnified against expenses, including attorneys' fees, actually and reasonably incurred by him/her in connection therewith.

Section 4:

Any indemnification under Section 1 or 2, unless ordered by a court, shall be made by the corporation only as authorized in the specific case upon a determination that indemnification of the director, officer, employee or agent is proper in the circumstances because he/she has met the applicable standard or conduct set forth in Section 1 or 2. Such determination shall be made:

- a. By the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suite or proceeding; or
- b. If such a quorum is not obtainable, or even if obtainable a quorum of disinterested directors so direct, by independent legal counsel in a written opinion.

Section 5:

Expenses, including attorneys' fees, incurred in defending a civil or criminal action, suit or proceeding may be paid by the corporation in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section 4 upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount unless it shall ultimately be determined that he/she is entitled to be indemnified by the corporation as authorized in this section.

Section 6:

The indemnification provided by this Article shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any bylaw, agreement, vote of disinterested directors or otherwise, both as to action in another capacity while holding such office, and shall continue as to a person whom has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, executors and administrators of such a person.

Section 7:

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The corporation may, upon resolution of its membership duly adopted, purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise against any liability asserted against him/her and incurred by him/her in any such capacity or arising out of his/her status as such, whether or not the corporation would have the power to indemnify him/her against such liability under this provision of the corporation's By-laws.

ARTICLE V – CONTRACTS, LOANS, CHECKS AND DEPOSITS AND SPECIAL CORPORATE ACTS

Section 1 - Contracts:

The Board of Directors may authorize any officer or officers, agent or agents, to enter into any contract or execute or deliver any instrument in the name of and on behalf of the corporation, and such authorization may be general or confined to specific interests. In the absence of other designation, all deeds, mortgages and instruments of the assignment of pledge made by the corporation shall be executed in the name of the corporation by the president or vice president and by the secretary/treasurer. The secretary/treasurer, when necessary or required, shall affix the corporate seal thereto and when so executed no other party to such instrument or any third party shall be required to make any inquiry into the authority of the signing officer or officers.

Section 2 – Loans:

No indebtedness for borrowed money shall be contracted on behalf of the corporation and no evidence of such indebtedness shall be issued in its name unless authorized by or under the authority of a resolution of the Board of Directors with a two-thirds majority. Such authorization may be general or confined to specific instances.

Section 3 – Grants

The Board of Directors may authorize any officer or officers, agent or agents, to apply for and accept grant money on behalf of the Corporation.

Section 4:

All checks, drafts or other orders for the payment of money, notes or other evidences of indebtedness issued in the name of the corporation, shall be signed by such officer or officers, agent or agents of the corporation and in such manner as shall from time to time be determined by or under the authority of a resolution from the Board of Directors.

Section 5:

All funds of the corporation not otherwise employed shall be deposited from time to time to the credit of the corporation with the treasurer of Green Lake County, who shall in turn deposit same in such banks, savings and loan associations, trust companies or other depositories as may be authorized for the deposit of Green Lake County funds by resolution of the Green Lake County Board of Supervisors. Accounting for these funds will be by a subsidiary, trust-type account in the general accounting system for Green Lake County and subject to formal audit during the annual single audit of the County.

ARTICLE VI – MISCELLANEOUS

Section 1 – Resignation:

A director may resign at any time by filing his/her written resignation or email with the secretary/treasurer.

Section 2 - Removal and Vacancies:

A director shall be removed at any time at a regular or special meeting of the Board by the Chair of the County Board of Supervisors of Green Lake County in accordance with Wis. Stat. s. 181.0809(2)(a). Vacancies on the Board of Directors shall be filled by appointment by the Chair of the County Board of Supervisors of Green Lake County for the completion of the uncompleted term.

Section 3 - Fiscal Year:

The fiscal year of this corporation shall be from January 1 to December 31 of each calendar year.

Section 4 – Amendments:

These Bylaws may be altered, amended or repealed and new Bylaws may be adopted by the Board of Directors by an affirmative vote of not less than a majority of the Board of Directors present at any regular or special meeting of the Board of Directors at which a quorum is present. Any of these actions must be approved by the Green Lake County Finance Committee.

Section 5 – Conflict of Interest:

Inasmuch as the Directors of this corporation may be persons of diversified business interests, and are likely to be connected with other corporations with which from time to time this corporation may have business dealings, no contract or other transaction between this corporation and any other corporation shall be affected by the fact that the Directors of this corporation are interested in or are directors or officers of such other corporation. At any meeting of the Board of this corporation, making, authorizing or confirming such transaction or contract, there shall be present a quorum of directors not so interested, and any director individually may be a party to, or may be interested in, any contract or transaction of this corporation, provided that the conflict of interest is known or disclosed to the directors and that such contract be ratified by the affirmative vote of at least four directors not so interested.

RESOLUTIONS

RESOLUTION NUMBER 11-90

Relating to Establishment of Economic Development Corporation
The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting begun on the 20th day of March 1990, does resolve as follows:

WHEREAS, it is necessary to establish a non-profit, separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County as well as to manage these funds and other aspects of the programs;

NOW, THEREFORE BE IT RESOLVED, that the attached Articles of Incorporation are approved for submission to the Secretary of State's Office for approval and filing; and,

BE IT FURTHER RESOLVED, that this corporation, when approved, shall be under the direct supervision of the Strategic Planning and Economic Development Committee, with its directors appointed by the County Board Chairman with the approval of the County Board.

directors appointed by the County Board	Chairman with the approval of the County Board.
Roll Call on Resolution No. 11-90:	Submitted by Strat Plan/Econ Dev Com
Ayes 15, Nays 3, Absent 2, Abstain 0	
Passed and Adopted/Rejected-this 20th	
day of March, 1990.	/s/ Orrin W. Helmer
	Orrin W. Helmer, Chairman
/s/ Herbert A. Dahlke	
County Board Chairman	/s/ Herbert A. Dahlke
	Herbert A. Dahlke
/s/ Raymond F. Stoll	
ATTEST: County Clerk	/s/ James E. Schommer
Approved as to Form:	James E. Schommer
/s/ John B. Selsing	/s/ Walter Wagner
Corporation Counsel	Walter Wagner
Room No. 230	

RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE ECONOMIC DEVELOPMENT CORPORATION

May 5, 1993

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 5th Day of May, 1993, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, in accordance with ARTICLE VI, Section 5, Amendments, on April 7, 1993; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE 1 – ORGANIZATION, Section 3 – Committees is deleted.

ARTICLE II – DUTIES, Section 6 – Committee Duties is deleted.

ARTICLE II – DUTIES, Section 1 – Board of Directors is amended by adding the following statement to subsection "a".

The Board of Directors shall act as a committee as a whole and no fees shall be paid to the directors from the Corporation.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/Rejected this 5th day of May, 1993.

/s/ Jerry A Kautzer_____ Corporation President

/s/ Margaret R. Bostelmann ATTEST: Secretary/Treasurer

RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE ECONOMIC DEVELOPMENT CORPORATION

May 12, 2003

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 12th Day of May, 2003, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, in accordance with ARTICLE VI, Section 5, Amendments, on May 2, 2003; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE 1 – ORGANIZATION, Section 2 – Board of Directors is amended to read: The Board of Directors shall consist of seven up to nine members, ...

ARTICLE IV – MISCELLANEOUS, Section 5 – Amendments The last sentence is amended to read: Any of these actions must be approved by the Green Lake County Strategic Planning and Economic Development Committee Finance Committee.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/Rejected this 12th day of May, 2003.

/s/ Philip Baranowski
Corporation President
•
/s/ Margaret R. Bostelmann
ATTEST: Secretary/Treasurer

RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

May 21, 2010

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 21st Day of May, 2010, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, in accordance with ARTICLE VI, Section 5, Amendments, on May 7, 2010; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE III – MEETING, Section 1 – Annual Membership Meeting is amended to read: The annual meeting of the members of the corporation shall be held by the last Monday of May of each year in conjunction and cooperation with the Tri-County Economic Development Corporation's annual summit at such time, on such date, and at such place in the State of Wisconsin as may be designated in the notice of the meeting by the Board of Directors.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/Rejected this 20th day of May, 2010.

_/s/ Phillip Baranowski	
Corporation President	
/s/ Margaret R. Bostelmann	
ATTEST: Secretary/Treasurer	





Green Lake Country Visitors Bureau Facebook Page

https://www.facebook.com/greenlakecountryvisitorsbureau/

Page Likes: the number of new people who have liked the Page

May: 1613, June: 1651, July: 1697, August: 1757 Total New Likes: 184, avg 46/month

Page Views: the number of times the Page's profile has been viewed by logged in and logged out people

May: 180, June: 213, July: 186, August: 104 Total Views: 683, avg 170/month

Page Reach: the number of people who had any posts from the Page enter their screen

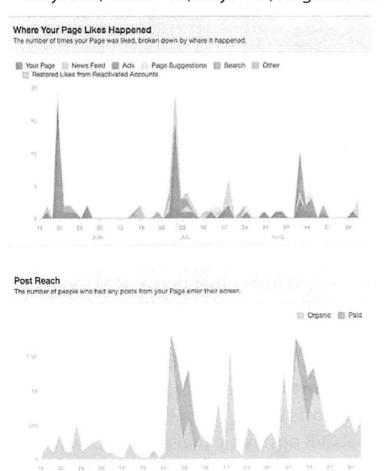
May: 1537, June: 4775, July: 5693, August: 8722 **Total Reach: 20,727**, avg 5181/month

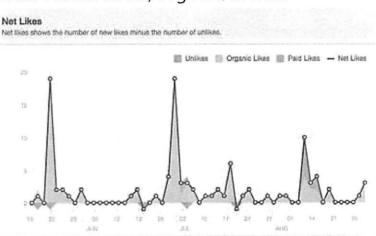
Post Engagement: the number of times people have engaged with the Page's posts through likes, comments, shares and more

May: 967, June: 1017, July: 1134, August: 1600 Total Engagement: 4718, avg 1179/month

Videos: the number of times the Page's videos have been viewed for more than three seconds

May: 863, June: 713, July: 757, August: 562. Total Views: 2895, avg 724/month





Highlights/Notes:

On average Page Likes per month is said to increase at .2%, the GLCVB Facebook Page has seen increases close to 3% each month.

The following graphs show where those Page Likes happened, mostly through our Facebook page directly and paid advertising. Also the Net Likes graph shows the unlikes (minimal), and which ones occurred through paid advertising as well.

There is a definite increase in Post Reach beginning when the paid advertising started with the GLCVB Giveaway occurred. Sadly organic reach has decreased overall, and paid media is the only practical options for Facebook Pages looking to make an impression on their audience. Facebook used to show favor to brands who post more, now it has shifted to higher quality, lower frequency content.





Green Lake Country Visitors Bureau Instagram Page

https://www.instagram.com/green_lake_country

Total Followers: the number of unique accounts that follow the account

April: 583, May: 619, June: 689, July: 805, August: 902 Total Followers: 319, avg 63/month

Account Reach: the number of unique accounts that have seen any of the Page's posts

Profile Visits: the number of times the Page's profile was viewed

Impressions: the total number of times all Page's posts have been seen

Engagement: the total number of times people have engaged with the Page's Posts through likes and comments

The snapshots below are from the last six months, includes an example of the post and the number of either profile visits, total reach the post received, total impressions the post made, and the engagement the post had with GLCVB's Instagram followers and other users.

Showing All posted in the past 6 months worked by









Showing All posted in the past 6 months serted by

Highlights/Notes:

To follow and engage with hashtags and locations tagged from other personal accounts, really made the difference in the amount of followers GLCVB receives on a monthly basis. Making the dialog personal helped increase total followers. On average interaction with followers is said to be 2.2%, and on average GLCVB engagement rate is close to 8%. Posts with hashtags are likely to be engaged with 12.6% more than ones without, and GLCVB's posts have at least 5-11 hashtags on each post. Also posts with locations will receive 79% more engagement than those without, and each GLCVB post has either a specific business attached to it, or general city area tagged with each post.





Green Lake Country Visitors Bureau Twitter Page

https://twitter.com/GreenLakeCVB

Total Followers: the number of times the Page's profile was viewed

April: 310, May: 314, June: 317, July: 319, August: 324. Total New Followers: 14, avg. 2/month

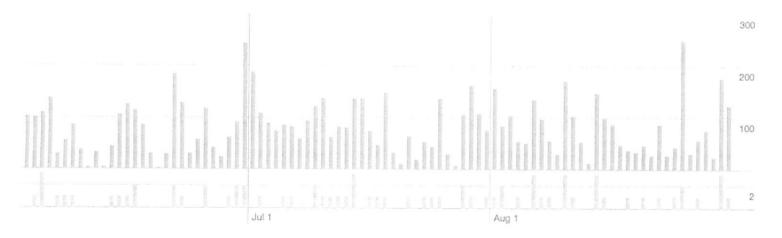
Profile Visits: the number of times the Page's profile was viewed

May: 62, June: 103, July: 74, August: 54. Total Profile Visits: 293, avg. 73/month

Tweet Impressions: the total number of times all Page's posts have been seen

May: 1142, June: 2399, July: 2660, August: 2545. Total Impressions: 8746, avg. 2186/month

Your Tweets earned 7.4K impressions over this 91 day period





Green Lake Country Visitors Bureau YouTube Page

https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg/feed

Total Subscribers:

April: 4, May: 5, June: 8, July: 8, August: 9. Total of New Subscribers: 5, avg 1/month





Green Lake Country Visitors Bureau Facebook Page

https://www.facebook.com/greenlakecountryvisitorsbureau/ Total likes for the Facebook Page: **1757** (increase of 60 new, July total: 1697)

Page Views: the number of times the Page's profile has been viewed by logged in and logged out people 104 Views (decrease of 43% from last month)

Page Likes: the number of new people who have liked the Page 47 New Likes (increase of 47% from last month)

Page Reach: the number of people who had any posts from the Page enter their screen 8,722 Total Reach (increase of 108% from last month)

Post Engagement: the number of times people have engaged with the Page's posts through likes, comments, shares and more 1,600 Post Engagement (increase of 59% from last month)

Videos: the number of times the Page's videos have been viewed for more than three seconds 562 Views (decrease of 51% from last month), total of 241 minutes (decrease of 10%)

Top 5 Facebook Posts:

- 1. (8/8) GLCVB Getaway Giveaway Photo (4,957 total reach)
- 2. (8/4) Cookie Daze Live Video (2,063 total reach)
- 3. (8/15) GLCVB Getaway Giveaway Reminder Photo (800 total reach)
- 4. (8/9) Shops of Water Re-post Photos (567 total reach)
- 5. (8/17) GLCVB Getaway Giveaway Winner Photo (543 total reach)

Highlights/Notes:

"Like" spike happened on August 11-15 (16 new likes) from paid promotion of the GLCVB Getaway Giveaway before it ended. Another boost in likes for the Facebook Page was giving the option of Facebook users who do not "like" the page but liked a post a notification to "like" GLCVB. There is no doubt that paid promotions help increase the total reach of engagement on the page through the entire campaign. Also by adding GLCVB to each of the chamber's Facebook events, as helped increase the reach of each event, an example: Ripon's Summer Concert Series: 39.7K and Dickens of a Christmas: 29.5K in reach.





Green Lake Country Visitors Bureau Instagram Page

https://www.instagram.com/green_lake_country

Total followers for the Instagram Page: 902 (increase of 97 new, July total: 805)

Account Reach: the number of unique accounts that have seen any of the Page's posts

525 Total Accounts Reach (pulled from 8/27 to 9/2 only), all posts total reach: 3,557

Profile Visits: the number of times the Page's profile was viewed

31 Profile Visits (increase of 0+ from 8/20 to 8/26 only)

Impressions: the total number of times all Page's posts have been seen

1,314 Total Impressions (pulled from 8/27 to 9/2 only), all posts total impressions: 4,423

Engagement: the total number of times people have engaged with the Page's Posts through likes and comments 308 Total Interactions (pulled from last 30 days, July was 359 total interactions)

Top Instagram Posts:

- 1. (8/22) Child fishing on Green Lake (52 total likes)
- 2. (8/10) Sunset over Vines and Rushes (47 total likes)
- 3. (8/27) Reshare of @seedy.300 Bingo at St. John's Church (44 total likes)
- 4. (8/14) Reshare of @_marmo doing yoga on beach (37 total likes)
- 5. (8/24) Vic Ferrari Summer Concert Series in Ripon (34 total likes)

Highlights/Notes:

Instagram Story Highlights of Ripon and Princeton area videos were shared.

121 impressions for Vic Ferrari post, Downtown Princeton posts: 162 impressions.

Largest increase of new followers happened this month, and in turn increased engagement on the platform. Continuing to follow and engage with hashtags and locations tagged from other personal accounts. Made a personal comment on their posts helped increase total followers. Continue to follow hashtags: #riponwi #princetonwi #markesanwi #berlinwi #glcountry and #greenlakewi so the Page sees these posts pop up in news feed to help increase awareness.





Green Lake Country Visitors Bureau Twitter Page

https://twitter.com/GreenLakeCVB

Total followers for the Twitter Page: **324** (increase of 5 new, July total: 319)

Profile Visits: the number of times the Page's profile was viewed 54 Profile Visits (decrease of 30% from last month)

Tweet Impressions: the total number of times all Page's posts have been seen 2,545 Total Impressions (decrease of 4% from last month)

Top Twitter Posts:

- 1. Save the Date! The Whooping Crane Festival Princeton, Wisconsin ... (149 impressions)
- 2. Crazy Days is happening in Princeton right now! ... (137 impressions)
- 3. We love Green Lake Country and we love Princeton! ... (117 impressions)
- 4. Rain didn't scare us off. Come down to Ripon to start the weekend ... (107 impressions)
- 5. Who doesn't love an event with wine and great clothes?!? ... (104 impressions)

Highlights/Notes:

Total of 28 tweets posted for the month.

Tweets with images drive more engagement and generate more responses.

Earned an average of 82 impressions per day.

Total monthly: 16 link clicks, 6 retweets, 1 replies, and 7 likes.

Contintue to repost photos/videos onto Twitter platform, to reutilize content.



Green Lake Country Visitors Bureau YouTube Page

https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg/feed Total subscribers for the YouTube Page: **9** (increase of 1 new, July total: 8)

Highlights/Notes:

No activity to note for the month related to growth increase.

Goal for upcoming months is to upload Facebook/Instagram Live videos.



PM . 0

8/8-8/15 Paid Advertising on Facebook/Instagram:

Began second round of paid advertising on 8/8, one week out from the end of the promotion. This campaign was launched as a boosted post instead of a paid ad set up through Facebook's Ads Manager site. Ran promotion for one week (7 days) for a total of \$30.00 in spend, targeting the Lacrosse, Wausau, and Oconomowoc area+25 mile radius. Totalling 4,957 people reached for both organic (meaning the user found this post with no paid advertising) and paid advertisement. The promotion was posted at a high-time of engagement that occurs on the Facebook Page (5:30PM).

Total of 230 clicks to the website



Total Clicks 42

four Green Lake Country communities and a \$50 gift certificate from Rushford Meadery & Winery LLC in Omro. Enter here: http://bit.ly/GreenLakeGetaway

Green Lake Country Visitors Bureau

Published by Jason Mansmith 1911 August 8 at 5:33

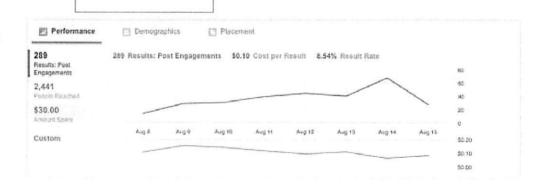
Sign up for the Green Lake Country Getaway Giveaway and be entered to win a two-night stay and \$250 in gift

certificates. Contest winner will receive two nights for up to 5 people at Green Lake Conference Center in addition they

will receive \$50 in Chamber Dollars to spend in each of the

Green Lake Country Visitors Bureau Tour Agency Sign Up

Total of **289 engagement** resulted from the paid ad. Reaching a total of **2,441 people** through entire week of ad.



Recommendations for Next Month:

Continue to add more photos and videos into the "highlights" of the Instagram Page, as well as Instagram Live Video along with Facebook Live Video.

Then utilizing those story posts by linking them to the Facebook Page and adding to the YouTube Page to help increase new engagement and growth.

Re-using photos/videos from Facebook/Instagram platforms on the Twitter page.



June-August 2018 Getaway Giveaway Campaign Paid Advertising Report Created by Whitney Meza

Getaway Giveaway From Green Lake Country

http://bit.ly/GreenLakeGetaway Total website submissions: 422 Total reach of social media users: 5,251

Fine Print of Giveaway (listed on the website):

The Fall season is fast approaching here in Green Lake Country. It is probably one of the most perfect times of the year to visit. The cooler weather, great fall events, and of course the changing colors of the leaves. To celebrate this time of year we're hosting a giveaway for a getaway to Green Lake. Take in all that Green Lake Country has to offer, in return receive relaxing afternoons on the shores of beautiful Green Lake.

Sign up for the Green Lake Country Getaway Giveaway and be entered to win a two-night stay and \$250 in gift certificates. Contest winner will receive two nights for up to 5 people at Green Lake Conference Center, in addition they will receive \$50 in Chamber Dollars to spend in each of the four Green Lake Country communities and a \$50 gift certificate from Rushford Meadery & Winery in Omro.

Participants must sign-up for the Green Lake Country Getaway Giveaway between 7/1/2018 – 8/15/2018 ending at 11:59PM. A winner will be chosen at random and contacted via email to claim the prize. If the winner does not respond within 72 hours, we will continue to select winners until the prize is given away. Two-night stay must be redeemed in the month(s) of September 2018 through April 2019. Chamber Dollars are accepted at most Green Lake Country businesses, including lodging, restaurants, retail, recreation, and/or services. Please check with the business you wish to patronize prior to redeeming. Gift certificates are not redeemable for cash. No purchase necessary. Not replaced if lost or stolen.

Paid Campaign Highlights/Notes:

Began promoting campaign on June 29 and ran until August 15th, 2018 ending at 11:59PM. This campaign was promoted on all social sites of Green Lake Country: Facebook, Instagram, and Twitter, to include paid advertising on Facebook (6/29-7/6) and (8/8-8/15).

Created a unique website link to help track the traffic coming to the website from the social media sites verses traffic coming organically from the website.

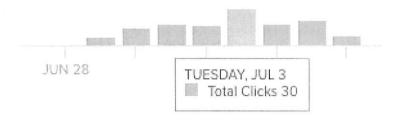
Paid advertising was promoted again from August 8th until the 15th. A boosted post was created through Facebook and Instagram, this time targeting the Lacrosse, Wausau and Oconomowoc (Milwaukee) areas for a total of \$30.00 in ad spend. The ad was sent to Facebook and Instagram users 24-65+ years of age, who also may have interest in the "Travel Wisconsin" and "Discover Wisconsin" Facebook Pages.



6/29-7/6 Paid Advertising on Facebook:

Started on 6/28 to roll out during the holiday weekend. Ran a split testing ad for one week (7 days) for a total of \$30.00 in spend, targeting both the Ripon +25 mile radius and Wisconsin Dells/Madison+25 mile radius.

Total of 134 clicks to the website

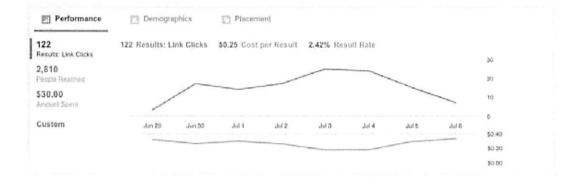




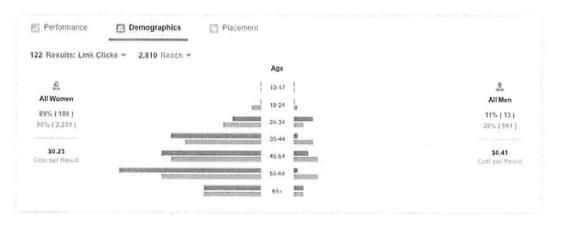
Getaway Giveaway: Win a Getaway in Green Lake Country and \$250 in Gift Certificates



A total of **122 clicks** from the paid ad.
Reaching a total of **2,810 people** through entire week of ad.



Demographics of the paid ad reached more women for both sides of the split testing, with the **55-61 age** range.



The paid ads were placed mainly on Facebook, but a small amount showed up on mobile device on Instagram & Messenger.



8/8-8/15 Paid Advertising on Facebook/Instagram:

Began second round of paid advertising on 8/8, one week out from the end of the promotion. This campaign was launched as a boosted post instead of a paid ad set up through Facebook's Ads Manager site. Ran promotion for one week (7 days) for a total of \$30.00 in spend, targeting the Lacrosse, Wausau, and Oconomowoc area+25 mile radius. Totalling 4,957 people reached for both organic (meaning the user found this post with no paid advertising) and paid advertisement. The promotion was posted at a high-time of engagement that occurs on the Facebook Page (5:30PM).

Total of 230 clicks to the website

THURSDAY, AUG 9
Total Clicks 42

Have you entered yet!

GREEN LAKE

GETAWAY

http://doi.by/Green.labsGetaway

Green Lake Country Visitors Bureau

Enter here: http://bit.ly/GreenLakeGetaway

Published by Jason Mansmith : August 8 at 5:33

Sign up for the Green Lake Country Getaway Giveaway and be entered to win a two-night stay and \$250 in gift

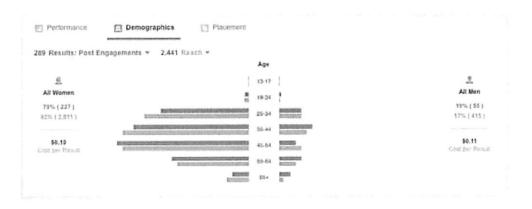
certificates, Contest winner will receive two nights for up to 5 people at Green Lake Conference Center in addition they

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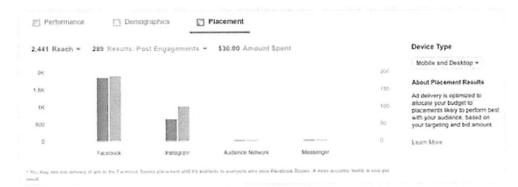
Green Lake Country Visitors Bureau Tour Agency Sign Up

Total of **289 engagement** resulted from the paid ad. Reaching a total of **2,441 people** through entire week of ad.

Demographics of the paid ad reached more women, but the range of ages was wider from 25-64, with 45-54 having the most engagement with the boosted post.



Boosted post was placed mainly on Facebook, but also on the Instagram site. No actions on Audience Network or Messenger.



8/8-8/15 Post Paid/Organic Engagement:

Because this paid campaign was based on the number of engagement the post had verses website link clinks from the first paid ad, we can look into more of the metrics of how the post performed. The paid ad received over 131 in link clicks, and 21 photo clicks to the website. 82% of these were women highest range of age 25-54.

Paid advertising metrics





Contest Winner:

Name: Tracy Rozak

How did you hear about the contest: Social Media

Phone Number: 715.570.0417

Email Address: jrsbudgirl13@yahoo.com

Zip Code: 54494

Do you reside in Green Lake Country: No Have you ever visited Green Lake Country: No

Favorite Time of the Year: Fall

Interests: Unique Adventure and Outdoor Exploration What do you enjoy reading about in Green Lake Country:

Itineraries & Vacation Ideas

Highlights/Notes:

Here is what went into the highly technical selection process. There is a website called random.org that allows you to set a range of numbers and it randomly just picks one. That is how Jason Mansmith did it. She was entry number 114 on the list. She was contacted by email on August 17th.

Overall I believe this advertising campaign was a great success to Green Lake Country's social media sites. Including Facebook Likes: 32 (6/29-7/7) and 39 (8/8-8/15), total of 71.

A total of 422 entries were submitted, and both campaign efforts reached a total of 5,251 social media users.

