



# ***GREEN LAKE COUNTY***

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

---

**Original Post Date: 11/21/2018**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corporation meeting November 29, 2018:**

- 1) Agenda
- 2) Minutes from 9/27/2018
- 3) 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**

**November 29, 2018**

**3:00 PM**

**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. Minutes – 09/27/18
5. Correspondence
6. Public Comment (3 min limit)
7. Update on Revolving Loan Fund
8. GLCVB Advertising Report
9. Treasurer's Report
10. TREDC Report
  - Future Funding for TREDC
  - Director Replacement
11. Committee Discussion
  - Future Meeting Date & Agenda items:
12. 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**  
**September 27, 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, September 27, 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	Bob Gintoft
	Scott Mundro	

Absent: Dave Abendroth

Also present: Tony Daley, Berlin Journal

**MINUTES**

***Motion/second (Baranowski/Field)*** to amend the minutes from August 2, 2018 to remove the sentence regarding the elimination of the \$40,000 for the Tri-County Economic Development Director from the 2019 budget. All ayes. Motion carried. ***Motion/second (Neubauer/Baranowski)*** to approve the minutes from August 2, 2018 as amended. All ayes. Motion carried.

**CORRESPONDENCE** – Secretary Liz Otto read an email from David Abendroth resigning his position on the Economic Development Corporation due to a stipulation in the bylaws. ***Motion/second (Baranowski/Kemnitz)*** to accept Abendroth’s resignation. All ayes. Motion carried.

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

**UPDATE ON REVOLVING LOAN FUND**

Mary Lou Neubauer gave an update on the current status of the revolving loan fund. Discussion held with questions and suggestions. Neubauer stated a final decision should be available by year end.

**REVIEW MISSION STATEMENT AND BYLAWS**

Discussion held on the current and future status of the corporation.

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

Scott Mundro gave a report on the recent activities of the GLCVB including an advertising agreement with the Berlin Journal for a newspaper spread of area merchants in November to promote local shopping. Discussion held on requesting additional funds for 2019. Mundro also gave an update of the social media presence and stated that a refund of \$4,000 was received from the previous provider. Positive feedback was received for the WiFi hotspot at the Green Lake County fair.

**TREASURER’S REPORT**

County Clerk Liz Otto gave an update on the EDC checking account. The current balance as of August 31, 2018 is \$9,855.58.

The housing grant checking account has a balance of \$84,026.08 as of August 31 31, 2018.  
**Motion/second (Fields/Gintoft)** to accept the treasurer's report. All ayes. Motion carried.

**TREDC REPORT**

- Future funding for TREDC  
Green Lake County Board Chair Harley Reabe stated that the 3 counties involved in TREDC (Green Lake, Marquette, and Waushara) all wish to continue as members of TREDC. Bob Gintoft distributed his ideas for promotion and development.
- Director replacement  
Funding for a Director replacement for 2019 was discussed. EDC Chair Scott Sommers stated he is in support of TREDC, support of a replacement Director, and is requesting reconsideration of funding for that position in 2019.

**COMMITTEE DISCUSSION**

**Next regular meeting: November 29, 2018 @ 3:00 PM**

**Future Agenda Items for action & discussion:** TREDC funding, Director replacement, RLF loans

**ADJOURNMENT**

**Motion/second (Baranowski/Mundro)** to adjourn at 4:25 PM. Motion carried.

Submitted by



Liz Otto  
County Clerk



### Green Lake Country Visitors Bureau Facebook Page

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

Total likes for the Facebook Page: **1778** (increase of 21 new, August total: 1757)

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

147 Views (increase of 40% from last month)

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

27 New Likes (decrease of 41% from last month)

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

7,730 Total Reach (decrease of 2% from last month)

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

2,137 Post Engagement (increase of 41% from last month)

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

1,131 Views (increase of 277% from last month), total of 581 minutes (increase of 148%)

#### Top 5 Facebook Posts:

1. (9/11) Princeton Sand Bag Help Request Status Update (4,704 total reach)
2. (9/16) Heritage Days Live Video (1,059 total reach)
3. (9/8) Whooping Crane Festival Live Video (857 total reach)
4. (9/21) Best Fish Fry Poll Photo (724 total reach)
5. (9/28) Princeton Flea Market Photo (719 total reach)

#### Highlights/Notes:

The highlight for the month was our video engagement, an increase of 277% in video views with the amount of live videos done. A lot of our traffic spiked when the post for helping assist with the flooding in Princeton. By adding GLCVB to co-host each of the chamber's Facebook events, as helped increase the reach of each event, an example: Live Reindeer Displays 99.7K and Downtown Ripon Holiday Wine Walk: 62.1K in reach.



## Green Lake Country Visitors Bureau Instagram Page

[https://www.instagram.com/green\\_lake\\_country](https://www.instagram.com/green_lake_country)

Total followers for the Instagram Page: **945** (increase of 43 new, August total: 902)

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

506 Total Accounts Reach (pulled from 9/20-9/26 only), all posts total reach: 3,557

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

10 Profile Visits (August profile visits were 31)

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

800 Total Impressions (pulled from 9/20-9/26 only), all posts total impressions: 4,606

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

350 Total Interactions (pulled from last 30 days, August was 308 total interactions)

### Top Instagram Posts:

1. (9/21) Sunset on Green Lake (89 total likes)
2. (9/5) Reshare of @green.lake.wake sunset boat skiing (59 total likes)
3. (9/14) Reshare of @glcampground kayaking (48 total likes)
4. (9/28) Friday Night Fish Fry at Buckhorn Bar & Grill (46 total likes)
5. (9/24) Reshare of @i0.0art favorite place to float (46 total likes)

### Highlights/Notes:

Updated new logo for Princeton highlight story and included fish fry photo with 124 impressions, Green Lake Country included Fish Fry image (91 impressions) and a video of water at sunset (108 impressions), Heritage Days in Markesan (149 impressions, 131 impressionis, 125 impressions, and 120 impressions, Ripon Road Trip (103 impressions) and Septemberfest 141 impressions. 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: **328** (increase of 4 new, August total: 324)

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

59 Profile Visits (increase of 9% from last month)

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

2,603 Total Impressions (increase of 2% from last month)

#### Top Twitter Posts:

1. (9/7) Happening now through the weekend: The Whooping Crane ... (329 impressions)
2. (9/8) Last concert of this season here in Ripon! Road Trip is rocking ... (250 impressions)
3. (9/15) Septemberfest in Ripon ... (204 impressions)
4. (9/11) THIS SATURDAY! Septemberfest in Ripon ... (170 impressions)
5. (9/4) Last call for the Ripon Summer Concert Series with Last Summer ... (139 impressions)

#### Highlights/Notes:

Total of 18 tweets posted for the month, and 59 profile visits.

This month's tweets are receiving double the amount of engagement versus last month.

Earned an average of 87 impressions per day.

Total monthly: 24 link clicks, 7 retweets, 0 replies, and 13 likes.

Continue to repost photos/videos onto Twitter platform, to reuse content.



### Green Lake Country Visitors Bureau YouTube Page

[https://www.youtube.com/channel/UCdr3X3tRxmrA\\_5qMaB7mhSg/feed](https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg/feed)

Total subscribers for the YouTube Page: **9** (no increase, August total: 9)

#### Highlights/Notes:

270 minutes of watch time for the month, averaging about 2:10 each video.

124 views for the month, with Discover Wisconsin (Segment 1) being the top video at 149 minutes total, and 54 views. 62% of views show up as suggested videos, 28% are from YouTube video search, and 5.1% are coming externally. Verified this account on 10/4.