



# ***GREEN LAKE COUNTY***

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

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**Original Post Date: 02/05/2020**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corporation on February 14, 2020:**

- 1) Agenda
- 2) Minutes from 01/17/2020
- 3) GLCVB Advertising Report



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

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

**February 14, 2020**

**8:30AM**

**Green Lake County Government Center**  
**Lower Level Committee Room**  
**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 – 01/17/2020
5. Public Comment (3 min limit)
6. EDC Appointment Update
7. Business Bootcamp
8. Business Resource Page
9. County Website Event Postings
10. Discussion on Economic Development Priorities
11. GLCVB Advertising Report
12. GLCVB Long Range Plan
13. Treasurer's Report
14. TREDC Report
  - RLF and Loan File Update
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**  
**January 17, 2020**

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Chair Lindsey Kemnitz at 8:30 AM on Friday, January 17, 2020 at Green Lake County Government Center, County Board Committee 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	Mary Lou Neubauer	Liz Otto	Harley Reabe
	Lindsey Kemnitz	Scott Mundro (8:35)	Ron Thiem
	Scott Sommers		

Absent: Bob Gintoft

Also present: Carrie Solis, Marquette County Economic Development Coordinator; Jerry Specht and Ken Bates, Green Lake Greenways; Shane Kristofferson, Fortifi Bank; Tony Daley, Berlin Journal

**MINUTES**

*Motion/second (Reabe/Sommers)* to approve the minutes from the December 13, 2019 meeting with no corrections or additions. Motion carried with no negative vote.

**PUBLIC COMMENT** (3 minute limit)

Jerry Specht and Ken Bates of Green Lake Greenways gave an update on the status of the proposed multi-use path on Highway 23 between Green Lake and Ripon. A fundraiser is being held on May 23, 2020.

**EDC APPOINTMENT UPDATE**

Chair Kemnitz stated that she has one person currently interested.

**BUSINESS BOOTCAMP**

Chair Kemnitz handed out a preliminary agenda for the Business Boot Camp to be held at the American Legion in Green Lake on April 27, 2020. Discussion held on possible speakers and other details. A minimum number of 10 attendees will be required to hold the seminar. This will be put on the next agenda for more discussion and finalization of plans.

**CDBG EAP FUNDING**

Chair Kemnitz informed the committee about flooding funds available to businesses and homeowners should the need arise through Community Development Block Grants (CDBG) and EAP (Emergency Assistance Program).

**BUSINESS RESOURCE PAGE**

Chair Kemnitz had no updates at this time.

**DISCUSSION ON ECONOMIC DEVELOPMENT PRIORITIES**

Chair Kemnitz initiated a discussion regarding the direction and focus of the committee. Discussion held. This will be put on the next agenda for further discussion.

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

Scott Mundro stated that the social media reports were all within normal ranges for December.

**GLCVB LONG RANGE PLAN**

Scott Mundro stated the group is planning to schedule a meeting in early February regarding a regional room tax.

**TREASURER’S REPORT**

Treasurer Liz Otto stated that there is currently a balance of \$74,923.45 in the housing grant checking account and \$6,894.06 in the EDC checking account.

*Motion/second (Neubauer/Mundro)* to accept the treasurer’s report. Motion carried with no negative vote.

**TREDC REPORT**

- RLF and Loan File Update

Mary Lou Neubauer handed out the revolving loan fund summary as of 12/31/2019. Discussion held.

**COMMITTEE DISCUSSION**

**Next regular meeting:** February 14, 2020 at 8:30 AM.

**Future Agenda Items for action & discussion:** Business Bootcamp, business resource page, county website event posting, Economic Development priorities

**ADJOURNMENT**

Chair Kemnitz adjourned the meeting at 10:00 AM.

Submitted by



Liz Otto  
County Clerk



# January 2020 Social Media Metrics Report Created by Whitney Meza



## Green Lake Country Visitors Bureau Facebook Page

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

Total likes for the Facebook Page: **2,120** (increase of 2 new/December total: 2,118)

**Page Views:** *the number of times the Page's profile has been viewed by logged in and logged out people*  
300 Views (decrease of 1% from last month's 317 views)

**Page Likes:** *the number of new people who have liked the Page*  
5 New Likes (decrease of 17% from last month of 8 likes)

**Post Reach:** *the number of people who had any posts from the Page enter their screen*  
1,269 Total Reach (decrease of 36% from last month total reach of 1,993)

**Post Engagement:** *the number of times people have engaged with the Page's posts through likes, comments, shares and more*  
444 Post Engagement (decrease of 37% from last month of 797 total engagement)

**Videos:** *the number of times the Page's videos have been viewed for more than three seconds*  
178 Minutes Viewed (increase of 158% from last month), 179 3-second video views

### Top 5 Facebook Posts:

1. (1/21) Reshare of Ripon Flea Market Event (676 organic reach)
2. (1/7) Reshare of Princeton's Wine Walk Ticket Sales Reminder (651 total reach)
3. (1/28) Reshare of Snowmobile Ball in Markesan (597 total reach)
4. (1/29) Reshare of The American Alchemy Galentine's Event (521 total reach)
5. (1/20) Reshare of Thrasher Opera House Missoula Children's Theatre (516 total reach)

### Highlights/Notes:

Comparing metrics to the 2019, our analytics are very similar as far as numbers go.

161 profile views, 8 new likes, 378 post engagement, and 148 video views.

With no live video event coverage this month, the post reach was down. Although there were some high performing posts with photographs, this next month a recommendation of at least two live videos and showcasing more user-generated content will help increase these numbers that have been slowly declining in the cold winter months.



## 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: **1,295** (increase of 16 new/December total: 1,279)

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

Total Post Reach: 927 accounts (last month's reach was 2,585)

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

49 Profile Visits (last month's profile visits were 14)

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

Total Post Impressions: 2,043 (last month's impressions: 3,127)

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

268 Total Interactions (last month's total interactions were 249)

### Top Instagram Posts:

1. (1/29) Reshare of @princetonwichamber downtown snow photo (74 total likes)
2. (1/12) Picture of new @Theartbarandboutique in Berlin (54 total likes)
3. (1/16) @Russellmoccasin trivia post share (43 likes)
4. (1/23) Photo of snowshoes at Ripon Prairie (41 likes)

### Top Instagram Stories:

1. Reshare of @vintageshophop from Ripon (177 impressions)
2. Reshare of @princetonwichamber downtown snow (173 impressions)
3. Reshare of @rushmw99 barrel aging photo (148 impressions)
4. Reshare of @leveecontemporary art photograph (142 impressions)

### Highlights/Notes:

Last year in 2019, GLCVB had 1,047 followers, with 23 new likes. 533 total accounts reached, 1,407 total impressions, and 97 in engagement. So overall this account is reaching a lot more viewers, but staying pretty consistent as far as the engagement with new posts. Not posting as many "posts" to the gallery, but showcasing a lot more of Instagram story options, as these receive quite a bit more impressions of current viewers.



### **Green Lake Country Visitors Bureau Twitter Page**

<https://twitter.com/GreenLakeCVB>

Total followers for the Twitter Page: **351 as of 11/30/2019.**

**Account no longer active, but has a Call to Action to follow Facebook and Instagram accounts.**



### **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: **12** (0 new increase/December total: 12)

#### **Highlights/Notes:**

3.6 hours of watch time (increase of 18% from last month), averaging about 2:17 each video. 93 views for the month (23 last), with Discover Wisconsin (Segment 1) being the top video at 1 hour total. 43.0% of views show up from YouTube search, and 44.1% were suggested videos. 47 unique viewers and over 551 impressions. Interested in YouTube Live Video for some upcoming events could be a focus that can be implemented in the upcoming months.