

ECONOMIC DEVELOPMENT CORPORATION
July 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, July 17, 2020 at Green Lake County Government Center, UWEX Training Room, 571 County Road A, Green Lake, WI. The meeting was held both in person and via Zoom due to the COVID-19 pandemic. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present: Mary Lou Neubauer Harley Reabe
Lindsey Kemnitz Scott Mundro (8:40)
Liz Otto, Secretary

Absent: Bob Gintoft, Scott Sommers, Ron Thiem

Also Present: Carrie Solis, Marquette County Economic Development Coordinator; Tony Daley, Berlin Journal; Cathy Schmit, County Administrator (Zoom); Shane Christophersen, Fortifi Bank

MINUTES

Motion/second (Reabe/Mundro) to approve the minutes of the February 14, 2020 meeting with the addition of Scott Mundro as present. Motion carried with no negative vote.

EDC APPOINTMENT UPDATE

Motion/second (Mundro/Neubauer) to recommend the appointment of Shane Christophersen to the EDC at the next County Board meeting. Motion carried with no negative vote.

AVAILABLE PROPERTIES RESOURCE

Lindsey Kemnitz presented an example of the website the City of Berlin has to advertise available business properties. A link to the municipal websites could be accessed through the County website.

BUSINESS RESOURCE PAGE

Discussion held on the business resource page in the packet. *Motion/second (Neubauer/Mundro)* to approve the page and distribute to area entities for posting on their websites. Motion carried with no negative vote.

ROOM TAX UPDATE

Scott Mundro gave an update on Green Lake Country Visitors Bureau (GLCVB) efforts to move forward with an area wide room tax. Kemnitz requested continued updates as the process continues.

GLCVB FUNDS REQUEST

Scott Mundro requested the same funding as in previous years which is \$10,000 from Green Lake County and \$2500 from the EDC. The emphasis for the funding will be to provide continued social media advertising through coverage of the area as well as specific events.

FUTURE OF GLEDC

Discussion held on the future goals and purpose of the Economic Development Corporation.

2021 BUDGET

County Board Chair Harley Reabe stated that the EDC budget will be discussed at the Finance meeting on July 22, 2020 at 4:30 PM. A directive has been issued by the County Administrator to reduce all budgets by 5%. Otto stated there are enough funds in the EDC checking account to make the \$2500 contribution.

COUNTY WEBSITE EVENT POSTINGS

Liz Otto can discuss setting this up with the county IT department which would provide links to area municipalities and chambers for promotion of area events.

DISCUSSION ON ECONOMIC DEVELOPMENT PRIORITIES

Kemnitz stated this will be discussed at future meetings.

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Kemnitz distributed the current social media statistics for all of 2019 and January through July of 2020. Discussion held.

GLCVB LONG RANGE PLAN

Mundro previously updated the committee on the efforts to establish a room tax to promote area tourism.

TREASURER'S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$72,971.15 in the housing grant checking account and \$4,395.68 in the EDC checking account. *Motion/second (Mundro/Neubauer)* to accept the treasurer's report. Motion carried with no negative vote.

Harley Reabe excused himself from the meeting at 9:47 AM. No quorum so no further action will be taken on any items.

TREDCE REPORT

- RLF and Loan File Update

Mary Neubauer gave an update on the current loans and balances.

COMMITTEE DISCUSSION

Next regular meeting: TBD

Future Agenda Items for action & discussion: 2021 budget

ADJOURNMENT

Kemnitz adjourned the meeting at 9:55 AM.

Submitted by

Liz Otto
Treasurer/County Clerk