



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 03/22/2021

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation on March 25, 2021:

- 1) Agenda
- 2) Minutes from February 25, 2021
- 3) Annual Report
- 4) Resolution to Amend the Corporate By-Laws of the Economic Development Corporation
- 5) GLCVB Advertising Report
- 6) Treasurer's Report



GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Office: 920-294-4005

Fax: 920-294-4009

GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION
MEETING NOTICE

March 25, 2021

8:00 AM

Green Lake County Government Center
County Board Room #902
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 Minutes – 02/25/2021
5. WEDC Resources
6. 2020 Annual Report
7. Resolutions
 - Resolution to Amend the Corporate By-Laws of the Economic Development Corporation
8. Review Strategic Plan
9. GLCVB Advertising Report
10. Treasurer's Report
11. TREDC Report and Update
12. Community Updates
13. Committee Discussion
 - Future Meeting Date & Agenda items:
14. 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.

Due to the COVID-19 pandemic, this meeting will be conducted and available through in person attendance (6 ft. social distancing required) or audio/visual communication. Remote access can be obtained through the following link:

Topic: Economic Development Corp Meeting
Time: Mar 25, 2021 08:00 AM Central Time (US and Canada)

Join Zoom Meeting
<https://zoom.us/j/97725388989?pwd=VldYVnBKYUs3UERaYjJFeWV1c2Qzdz09>

Meeting ID: 977 2538 8989
Passcode: 350631

Dial by your location
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)
+1 929 436 2866 US (New York)
Meeting ID: 977 2538 8989

ECONOMIC DEVELOPMENT CORPORATION

February 25, 2021

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Chair Lindsey Kemnitz at 8:00 AM on Thursday, February 25, 2021 at Green Lake County Government Center, County Board 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 Shane Christopherson
Lindsey Kemnitz Scott Mundro (8:06)
Liz Otto, Secretary Scott Sommers

Absent: Ron Thiem

Also Present: Tony Daley, Berlin Journal (Zoom); Cathy Schmit, County Administrator (Zoom); Keri Solis, Marquette County Economic Development Coordinator (Zoom); Lisa Beck, Green Lake Chamber of Commerce

Motion/second (Neubauer/Sommers) to seat Scott Mundro at 8:06 AM. Motion carried with no negative vote.

MINUTES

Motion/second (Sommers/Christopherson) to approve the minutes of the January 21, 2021 meeting with no corrections or additions. Motion carried with no negative vote.

REVIEW OF CURRENT BYLAWS

Discussion held on the current bylaws and changes that need to be made. Liz Otto will work with Corporation Counsel Dawn Klockow to draft a resolution for discussion and approval at the next meeting.

REVIEW AND DISCUSSION OF 2016 COMPREHENSIVE PLAN

Chair Kemnitz stated she submitted this to the committee for information purposes. Many of the statistics are from 2000 so have changed since that time. Discussion held.

REVIEW AND DISCUSSION STRATEGIC PLAN

Discussion held on the short and long term vision plan for the EDC. Keri Solis, Marquette County Economic Development Coordinator, gave an overview of her position and some examples of projects she has implemented. Chair Kemnitz asked each of the members to bring forward their ideas at the next meeting for a vision statement.

GOALS AND OBJECTIVES FOR GREEN LAKE COUNTY ECONOMIC DEVELOPMENT FOR 2021

This will be discussed at future meetings.

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Scott Mundro gave an overview of the social media report as submitted. Mundro informed the committee that the person currently taking care of this for GLCVB has taken a FT position elsewhere so they are unsure of how that affects them at this point. Mundro also provided visitor guides for the area.

TREASURER'S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$35,313.14 in the housing grant checking account and \$4,396.97 in the EDC checking account as of 01/31/21. *Motion/second (Neubauer/Mundro)* to accept the treasurer's report. Motion carried with no negative vote.

TREDC REPORT

- RLF and Loan File Update

Mary Neubauer stated that Marquette and Waushara counties have combined and are now collecting on the remaining loans. The financial aspect of the TREDC dissolution should be completed by the end of February 2021. The proper procedures for dissolution of the TREDC is forthcoming.

COMMITTEE DISCUSSION

Next regular meeting: March 25, 2021 @ 8:00 AM

Future Agenda Items for action & discussion: 2020 annual report, resolution updating current bylaws, vision statement for the strategic plan

ADJOURNMENT

Motion/second (Sommers/Neubauer) to adjourn at 9:46 AM. Motion carried with no negative vote.

Submitted by

Liz Otto
Treasurer/County Clerk

DRAFT



GREEN LAKE COUNTY
OFFICE OF THE COUNTY CLERK

Elizabeth Otto
County Clerk

Office: 920-294-4005
FAX: 920-294-4009

2020 ANNUAL REPORT
ECONOMIC DEVELOPMENT CORPORATION

TO THE HONORABLE CHAIRMAN AND BOARD OF SUPERVISORS
OF GREEN LAKE COUNTY

	<u>2019</u>	<u>2020</u>
(County Funded)		
License renewal	\$10.00	\$10.00
Green Lake Country Visitors Bureau support	\$10,000.00	\$10,000.00
 (EDC checkbook)		
Crossroads (EDC summit at American Legion)	\$466.70	
Green Lake Country Visitors Bureau support	\$2,500.00	\$2,500.00
Interest earned	\$3.53	\$2.70
 Ending EDC account balance:	 \$6,894.06	 \$4,396.78
 Ending Housing Grant account balance:	 \$74,926.63	 \$35,311.64

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

March 25, 2021

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their regular meeting on the 25th day of March, 2021, 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 [insert date]; and

WHEREAS, the recommended change in the By-Laws 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 at which a quorum is present.

WHEREAS, the Green Lake County Finance Committee must approve any change to the bylaws.

NOW THEREFORE BE IT RESOLVED, that:

A. The Purpose section of the Bylaws is amended to read:

k. To collaborate with neighboring counties ~~through the Tri-county Economic Development Corporation (TREDC);~~

Paragraph "l" is deleted in its entirety. "~~1. Promote TREDC to County Board, communities, and businesses.~~"

B. **ARTICLE II – DUTIES, Section 1 – Board of Directors** is amended as follows:

Paragraph f. is deleted in its entirety.

Paragraph g. is amended by striking February and replacing with April.

/s/

Corporation President

/s/

Attest: Secretary/Treasurer

Approved by Finance Committee on: _____



January 2021 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: **2,260** (increase of 4 new | January: 2,256)

Page Views: *the number of times the Page's profile has been viewed by logged in and logged out people*
111 Views (decrease of 20% from last month of 138 views)

Page Likes: *the number of new people who have liked the Page*
9 New Likes (increase of 13% from last month of 8 likes)

Post Reach: *the number of people who had any posts from the Page enter their screen*
1,547 Total Reach (increase of 126% from last month total reach of 686)

Post Engagement: *the number of times people have engaged with the Page's posts through likes, comments, shares and more*
182 Post Engagement (increase of 128% from last month of 80)

Videos: *the number of times the Page's videos have been viewed for more than three seconds*
9 Minutes Viewed (increase of 0% from last month of 9)

Top 3 Facebook Posts:

1. (2/3) Ice Skating Post sharing top three spots to skate in GLCVB ... (1.2K total reach)
2. (2/8) Reshare of @deannajchr cross country skiing in Princeton area ... (493 total reach)
3. (2/23) Reshare of @kateriller ice skating in Green Lake ... (255 total reach)

Highlights/Notes:

Comparing metrics to the 2020, we have gained 62 new followers over the last 12 months. Overall most of the views, likes, reach and engagement have stayed consistent. Content for the upcoming month has been adjusted now because of the virus/safer at home with postponed events to showcase more outdoor activities with each "area" and "top activities for the season" being showcased each week. Sharing more user-generated content will help increase these numbers as well.



February 2021 Social Media Metrics Report Created by Whitney Meza



Green Lake Country Visitors Bureau Instagram Page

https://www.instagram.com/green_lake_country

Total followers for the Instagram Page: **1,543** (increase of 32 new | January: 1,511)

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

Total Post Reach: 2,068 accounts (increase of 10% from last month of 1,887)

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

171 Profile Visits (increase of 54% from last month's 114)

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

Total Post Impressions: 17,903 (increase of 139% from last month of 7,494)

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

504 Total Interactions (increase of 64% from last month of 310)

Top Instagram Posts:

(2/10) Reshare of @old_dog_wi ice fishing shanty photo ... (1,119 impressions)

(2/8) Reshare of @deannajchr cross country skiing photo ... (925 impressions)

(2/11) Top Winter Activities in Ripon, Wisconsin ... (841 impressions)

Top Instagram Stories:

1. Reshare of @treasurecoastfitmom ice skating with family video ... (173 impressions)

2. Reshare of @greenlakewisconsin snowmobiling post ... (157 impressions)

3. Reshare of @green_lakelife snowmobiling on the lake post ... (149 impressions)

Highlights/Notes:

The social media channel has grown by 226 followers since last year this time. Staying consistent as far as impressions, engagement and profile visits year over year.

Revising the content going forward for more outdoor photos and showcasing more Instagram story options, as these receive more impressions of current viewers.



February 2021 Social Media Metrics Report Created by Whitney Meza



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 You Tube Page

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

Total subscribers for the YouTube Page: 20 (2 new increase | January: 18)

Highlights/Notes:

6.7 hours of watch time (last month was 6.5 hours), averaging about 2:47 each video.
143 views for the month (170 last), with Discover Wisconsin (Segment 1) being the top video at 47 views. 41% of views from suggested videos, and 33% were YouTube searched videos.
71 unique viewers and 912 impressions (1.1K last).

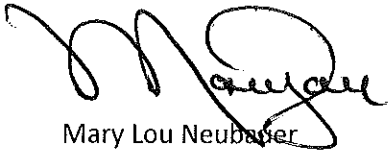
Last year, the YouTube channel has 12 subscribers in the month of January 2020.

March 9, 2021

TREDC Bank Account Update

On 2/25/2021 The Horicon RLF Account was closed. The remaining balance in account \$80.33 was sent to the M-W Fund on 2/25. February bank statement is attached.

On 3/8/2021 The Hometown ADMIN Account received the final check to be processed. The M-W fund is now the holder of the Marquette Telephone Company grant funds for the Oxford DayCare. The Hometown account will be closed as of 3/9/2020. The February bank statement is attached and the March Statement will be sent noting the official closure in early April



Mary Lou Neuberger



HORICON BANK

326 East Lake Street, Horicon WI 53032-0144

Phone: 920.485.3040

Telephone Banking: 920.485.3080

or 1.888.714.4011

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CLOSING STATEMENT

elopme Date: Feb 28, 2021

Period: Feb 01, 2021 to Feb 25, 2021

(25 Days)

Tri-County Regional Economic Dev
531 S Fulton St
PO Box 161
Princeton, WI 54968-0161

Looking to remodel your home office? We can help.
Whether you are buying, building, or remodeling, we've got a home
loan to fit your needs. Apply online today!
Member FDIC. Equal Housing Lender.

ACCOUNT #: DDA - 0000688378 Money Market - Nonpersonal

Tri-County Regional Economic
Development Corporation

Enclosures: 0

Beginning Balance	
as of 02/01/21	1,585.46
Deposits & Other Credits	1,505.13
Charges & Fees	0.00
Checks & Other Debits	3,090.59
Average Balance	1,574.05
Ending Balance	
as of 02/25/21	0.00

Transaction Information

Date	Check#	Description	Amount
02/12		ACH Deposit HTB TO HOR WAUTOMA FITNESS ID471522162 *ACH TRANSFER TO HORICON	410.48
02/15		Recurring - Transfer From Greenway House	1,094.60
02/25		Capitalized Interest Credit	0.05
02/25		Closing Withdrawal/Redemption	80.33-

Check Information

Date	Check#	Amount		Date	Check#	Amount
02/16	1045	1,505.08		02/23	1047	1,094.60
02/23	1046	410.58				

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PLEASE EXAMINE AND REPORT ANY DISCREPANCY, SEE REVERSE SIDE FOR ADDITIONAL INFORMATION.

MEMBER FDIC

RETURN SERVICE REQUESTED

>001065 7137771 0001 092272 10Z

TRI-COUNTY REGIONAL ECONOMIC D
 MARY L NEUBAUER
 PO BOX 161
 PRINCETON WI 54968-0161



Managing Your Accounts

- Branch Name Neshkoro Office
- Online Access www.htbwi.com
- Phone Number (920) 293-4319
- Telephone Banking (877) 319-4416
- Mailing Address 846 N Main Street
Neshkoro, WI 54960

Summary of Accounts

Account Type	Account Number	Ending Balance
Regular Business Ckg	XXXXXX8315	\$10,000.00

Regular Business Ckg - XXXXXX8315

Account Summary

Date	Description	Amount
01/30/2021	Beginning Balance	\$10,000.00
	0 Credit(s) This Period	\$0.00
	0 Debit(s) This Period	\$0.00
02/26/2021	Ending Balance	\$10,000.00

Account Activity

Post Date	Description	Debits	Credits	Balance
01/30/2021	Beginning Balance			\$10,000.00
	No activity this statement period			
02/26/2021	Ending Balance			\$10,000.00

Overdraft and Returned Item Fees

	Total for this period	Total year-to-date	Previous year-to-date
Total Overdraft Fees	\$0.00	\$0.00	\$0.00
Total Returned Item Fees	\$0.00	\$0.00	\$0.00

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