

ECONOMIC DEVELOPMENT CORPORATION

May 20, 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, May 20, 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 Scott Sommers
Lindsey Kemnitz Scott Mundro (8:10) Ron Thiem
Liz Otto, Secretary

Absent: Shane Christopherson

Also Present: Tony Daley, Berlin Journal (Zoom); Cathy Schmit, County Administrator (Zoom – 8:06; Keri Solis, Marquette County Economic Development Coordinator; Representative Alex Dallman (Zoom – 8:45)

MINUTES

Motion/second (Neubauer/Kemnitz) to approve the minutes of the April 22, 2021 meeting with no corrections or additions. Motion carried with no negative vote.

APPOINTMENT OF BOARD MEMBERS

Chair Kemnitz stated that both Scott Sommers and Ron Thiem are interested in being reappointed to the EDC. Lisa Meier of the Green Lake Chamber of Commerce is also interested in being appointed to the EDC.

Motion/second (Neubauer/Kemnitz) to reappoint Scott Sommers and Ron Thiem and appoint Lisa Meier to the EDC. Motion carried with no negative vote.

DISCUSSION ON INSIGHT MAGAZINE ARTICLE

Chair Kemnitz has been contacted by Insight magazine, a monthly publication focusing on Northeast Wisconsin. They are including the Green Lake area in their July issue and are looking for ideas and points of interest.

Discussion held. Anyone with more ideas should let Kemnitz know by the end of the month.

AMERICAN RESCUE PLAN ACT UPDATE

Chair Kemnitz provided an outline for the use of ARPA funds. Discussion held on further guidance, possible restrictions, and the general timeline for receiving the funds. Mary Lou Neubauer stated she has been in contact with Spectrum regarding the possibility of broadband expansion. County Administrator Cathy Schmit will contact them to coordinate a meeting with them.

UPDATE FROM REPRESENTATIVE ALEX DALLMAN

Representative Alex Dallman joined the meeting via Zoom and updated the committee on proposed legislation regarding broadband and the use of ARPA funds. He also discussed business and tourism funding in the proposed state budget.

REVIEW STRATEGIC PLAN MISSION AND GOALS

Chair Kemnitz handed out an updated mission/vision statement along with strategic goals. She asked that everyone review the action plan for discussion at the next meeting.

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Scott Mundro stated that the social media use has seen a large increase in the last few months. He also updated the committee on the postcard series being sponsored by GLCVB and stated that over 100 photos have been submitted.

TREASURER'S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$57,991.55 in the housing grant checking account and \$1,897.21 in the EDC checking account as of 04/30/2021.

Motion/second (Sommers/Mundro) to accept the treasurer's report. Motion carried with no negative vote.

TREDC REPORT AND UPDATE

Mary Neubauer stated that all paperwork has been turned over to the auditor. Nothing else to report until August.

COMMUNITY UPDATES

Each member provided an update on activities in their area:

- Markesan and Southern Green Lake County – June Dairy Days on June 12-13. Parade, bands, etc. New playground in the Village of Kingston is installed.
- Green Lake – Bike 100 on June 5, Heidel House slated to open on May 29, Club 300 bowling alley opening soon, Green Lake will be included on a new TV show segment in January
- Princeton – flea market is up and running, CTH D reconstruction project north of Princeton will start soon
- Berlin – Bloom Extravaganza in progress now to promote “shop local”, farmer's market begins in June
- Memorial Day celebrations are occurring countywide along with Poppy Days

Keri Solis stated that many businesses in Marquette County are seeing an increase in business but are struggling with problems with retaining/recruiting workforce, price increases, and supply shortages.

COMMITTEE DISCUSSION

Next regular meeting: June 17, 2021 @ 8:00 AM

Future Agenda Items for action & discussion: strategic/action plan

ADJOURNMENT

Motion/second (Thiem/Sommers) to adjourn the meeting at 9:22 AM. Motion carried with no negative vote.

Submitted by

Liz Otto
Treasurer/County Clerk