



# **GREEN LAKE COUNTY**

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

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**Original Post Date: 06/11/2021**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corporation on June 17, 2021:**

- 1) Agenda
- 2) Minutes from May 20, 2021
- 3) GLCVB Report



**GREEN LAKE COUNTY  
ECONOMIC DEVELOPMENT CORPORATION**

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

**June 17, 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 – 05/20/2021
5. American Rescue Plan Act Update
6. Review Strategic Plan Mission and Goals
7. GLCVB Advertising Report
8. Treasurer's Report
9. TREDC Report and Update
10. Community Updates
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.

Due to the COVID-19 pandemic, this meeting will be conducted and available through in person attendance (6 ft. social distancing and face masks required for individuals who are **not** vaccinated) or audio/visual communication. Remote access can be obtained through the following link:

Topic: Economic Development Corporation  
Time: Jun 17, 2021 08:00 AM Central Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/99997644408?pwd=MWM1NmxicDd2RzZTcUtCS0p3bThVUT09>

Meeting ID: 999 9764 4408

Passcode: 792966

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 436 2866 US (New York)

## 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



### Green Lake Country Visitors Bureau Facebook Page

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

Total likes for the Facebook Page: **2,485** (increase of 34 new | April: 2,451)

**Page Views:** *the number of times the Page's profile has been viewed by logged in and logged out people*  
152 Views (decrease of 42% from last month of 237 views)

**Page Likes:** *the number of new people who have liked the Page*  
23 New Likes (decrease of 42% from last month of 183 likes)

**Post Reach:** *the number of people who had any posts from the Page enter their screen*  
6394 Total Reach (decrease of 83% from last month total reach of 32,563)

**Post Engagement:** *the number of times people have engaged with the Page's posts through likes, comments, shares and more*  
517 Post Engagement (decrease of 89% from last month of 4,133)

**Videos:** *the number of times the Page's videos have been viewed for more than three seconds*  
7 Minutes Viewed (decrease of 63% from last month of 18)

#### Top Facebook Posts:

1. (4/28) Amish Community Map post ... (19.5K total reach)
2. (4/19) Princeton Flea Market Opening post ... (15.8K total reach)
3. (4/22) Birding in the Green Lake County area post ... (581 total reach)

#### Highlights/Notes:

Comparing metrics to the 2020, we have gained 300 new followers over the last 12 months. With the high percentages in April, overall our stats are going to be drastic decreases compared to last month unfortunately. Sharing more user-generated content will help increase these numbers in the months to come, as well as updated events and happenings in the surrounding communities.



## 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: **1,587** (increase of 18 new, April: 1,569)

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

Total Post Reach: 995 accounts (increase of 4%, last month of 955)

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

106 Profile Visits (increase of 6%, last month's 106)

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

Total Post Impressions: 7,233 (decrease of 0.9%, last month of 7,204)

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

283 Total Interactions (decrease of 8%, last month of 305)

### Top Instagram Posts:

(5/26) Green Lake free evenings of music in the park ... (509 impressions)

(5/3) GLCVB Photo Contest information... (489 impressions)

(5/20) Reshare of @yellowbikestudio sunset on Green Lake ... (457 impressions)

### Top Instagram Stories:

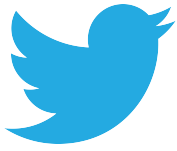
1. Reshare of @riponwisconsin retail therapy post... (139 impressions)

2. Reshare of @riponwisconsin movie theater repost ... (117 impressions)

3. Reshare of @ehenrigillis big green lake post ... (98 impressions)

### Highlights/Notes:

The social media channel has grown by 207 followers since last year this time. Staying consistent as far as engagement, but the profile visits and impressions have at least doubled over the year. Revising the content going forward for more outdoor photos and showcasing more Instagram story options, as these receive 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](https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg)

Total subscribers for the YouTube Page: **21** (0 new subscriber, April: 21)

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

6.8 hours of watch time (last month was 4.8 hours), averaging about 2:37 each video.  
155 views for the month (111 last), with Discover Wisconsin (Segment 1) being the top video at 68 views. 43% of views from YouTube search, and 41% were YouTube suggested videos.  
70 unique viewers and 1.5K impressions (1.5K last month).

Last year, the YouTube channel has 11 subscribers in the month of May 2020.