



# ***GREEN LAKE COUNTY***

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

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**Original Post Date: 02/10/22**

**Amended\* Post Date:**

**The following documents are included in the packet for the  
Economic Development Corporation on February 17, 2022:**

1. Agenda
2. Minutes from 01/20/22
3. Information related to the EDC Coordinator



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

Office: 920-294-4005

Fax: 920-294-4009

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

**February 17, 2022**

**8:30 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. Appointment of Chair
5. Appointment of Vice-Chair
6. Approval of Minutes – 01/20/2022
7. Public Comment
8. EDC Appointments
9. Job Description and/or RFP outline for an EDC Coordinator
10. Broadband Survey Results
11. Close EDC Checking Account
12. American Rescue Plan Act Update
13. GLCVB Advertising Report
14. Treasurer's Report
15. Multi-County EDC Discussion
16. Community Updates
17. Committee Discussion
  - Future Meeting Date & Agenda items:
18. 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.

This meeting will be conducted and available through in person attendance (6 ft. social distancing and face masks required) or audio/visual communication. Remote access can be obtained through the following link:

Topic: Economic Development Corporation  
Time: Feb 17, 2022 08:30 AM Central Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/83360079486?pwd=U2VZUmwzajd1TUtzaG00Z1hGcUNCZz09>

Meeting ID: 833 6007 9486  
Passcode: 303641

Dial by your location

+1 301 715 8592 US (Washington DC)  
+1 312 626 6799 US (Chicago)

## **ECONOMIC DEVELOPMENT CORPORATION**

January 20, 2022

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by \_\_\_\_\_ at 8:30 AM on Thursday, January 20, 2022 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. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present:	Scott Sommers	Lisa Meier
	Scott Mundro (8:38)	Liz Otto, Secretary
	Mary Neubauer (Zoom)	Ron Thiem
	Harley Reabe	

Also Present: Tony Daley, Berlin Journal (Zoom); Keri Solis, Marquette County Economic Development Coordinator (Zoom)

### **MINUTES**

***Motion/second (Thiem/Meier)*** to approve the minutes of the December 16, 2021 meeting with no corrections or additions. Motion carried with no negative vote.

### **EDC APPOINTMENTS**

No updates. Acting Chair Scott Sommers stated we are still looking for a Chairman. This will be added to the next agenda.

### **JOB DESCRIPTION AND/OR RFP OUTLINE FOR AN EDC COORDINATOR**

Discussion held regarding a county paid employee vs. a contracted position to provide economic development services. Each committee member will provide a "wish list" of 4 points of what we are looking for. Various committee members will contact the WEDA, the WCA, and Fox Valley Workforce Development to determine our options. Looking for a presentation from someone to provide guidance on how to proceed.

### **DESCUSSION AND DEVELOPMENT OF TOURISM/ECONOMIC DEVELOPMENT RATIO**

Discussed above.

### **TIMELINE DEVELOPMENT FOR EDC COORDINATOR**

Discussed above.

***Motion/second (Mundro/Thiem)*** to suspend the rules to allow public comment. Motion carried with no negative vote.

Joel Bruessel, City of Berlin Mayor, stated that he is in favor of some type of economic development position and supports the work the committee is doing to make that happen.

Chris Foos, City of Green Lake alderperson, stated he is also in favor of a dedicated individual or company to provide these services.

### **BROADBAND SURVEY**

County Clerk Liz Otto reported 312 responses to date. A more in depth report on the responses will be provided at the next meeting.

### **NEW NORTH SURVEY RESULTS**

Mary Neubauer stated that a report should be coming soon from Mid State Associates.

### **AMERICAN RESCUE PLAN ACT UPDATE**

Chair Reabe stated that the list of possible expenditures is still being worked on. An update to the communications towers has been approved for \$1.6 million of the funds.

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

Scott Mundro stated that some recent TikTok videos of events has been very popular so they are looking to expand on that. Visitor's guides should be available in early February. Discussion held on biking maps for next year's guides along with updates to the Amish community businesses.

### **TREASURER'S REPORT**

Treasurer Liz Otto stated that there is currently a balance of \$49,086.75 in the housing grant checking account and \$1,897.85 in the EDC checking account as of 12/31/2021.

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

GLCVB invoice – Liz Otto informed the committee that there is not enough funds in the EDC checkbook to cover the \$2,375 annual invoice from GLCVB. Motion Meier to pay out the remaining balance in the EDC checkbook for that invoice and close that account. No second. Motion withdrawn by Meier. ***Motion/second (Sommers/Thiem)*** to pay \$1,897.85 on the GLCVB invoice to bring the EDC checkbook to -0-. Motion carried with no negative vote. Meier and Mundro abstained from voting. ***Motion/second (Sommers/Thiem)*** to transfer \$477.15 out of the contingency fund to pay the balance of the GLCVB invoice. Motion carried with no negative vote. Meier and Mundro abstained from voting.

### **MULTI COUNTY EDC DISCUSSION**

Discussed above.

### **COMMUNITY UPDATES**

Updates on area activities discussed.

### **COMMITTEE DISCUSSION**

**Next regular meeting:** February 17, 2022 @ 8:30 AM

**Future Agenda Items for action & discussion:** broadband survey results, public comment, close EDC checking account, appoint Chair and Vice Chair

### **ADJOURNMENT**

***Motion/second (Thiem/Mundro)*** to adjourn the meeting at 9:59 AM. Motion carried with no negative vote.

Submitted by

Liz Otto  
Treasurer/County Clerk

**Otto, Liz**

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**From:** Terry Thiem <rhttl220@yahoo.com>  
**Sent:** Friday, January 21, 2022 8:45 AM  
**To:** lotto@co.green-lake.wi.us  
**Subject:** Job Description and/or RFP outline for an EDC Coordinator

[CAUTION: EXTERNAL SENDER This email originated from outside your organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.]

Good Morning Lis

Job Description and/or RFP outline for an EDC Coordinator

My feelings on an EDC Coordinator

1. Be personable and understand the needs of business.
2. Know and understand the needs of Green Lake Co.
3. Have a background in grant writing and have information on posable available grants either from the state or federal.
4. Be able to help with contacts for help in writing of grants for the business.
5. Be able to help with banking contacts.

This is short and sweet, but a start.

Thanks Ron

**Otto, Liz**

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**From:** Mary Neubauer <MNeubauer@cityofprincetonwi.com>  
**Sent:** Friday, January 21, 2022 3:29 PM  
**To:** Otto, Liz  
**Subject:** Economic Development position 4 points for employee-contract person

[CAUTION: EXTERNAL SENDER This email originated from outside your organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.]

Liz,

Based on the discussion yesterday at the ECC meeting , the following points I believe are important to list as the need for an Economic Development.

- 1) **Technical Assistance:** Provide technical assistance to Green Lake County as well as the businesses/industries within the County on State and Federal programs available.
- 2) **Financial Assistance:** Have knowledge and ability to disseminate information relating to funding opportunities for Green Lake County and the businesses/industries within Green Lake County.
- 3) **Develop Partnerships:** Develop partnerships with local, regional and state agencies to enhance growth to Green Lake County.
- 4) **Promote and Publicize:** Create awareness of Green Lake Counties assets for both residents and visitors through print material, media promotions, and personal interaction with County Government, businesses, and the residents of the County.

Thank you

ML

**Mary Lou Neubauer**  
City Administrator/Clerk-Treasurer  
City of Princeton, Green Lake County  
531 S. Fulton Street; P O Box 53  
Princeton WI 54968  
(920) 295-6612 (920) 295-3441 (Fax)

Wish list for Economic Development Coordinator:

- 1) Knowledge of or ability to research grant funding to increase tourism and economic development such as new business or expansion of current businesses
- 2) Point of contact for new business development
- 3) Willingness to make themselves available to the entire area such as attending Chamber of Commerce meetings, area events, etc.
- 4) Knowledge of social media and the ability to promote Green Lake County from both a business and tourism prospective – use of social media to network with other entities.

Liz Otto  
County Clerk

**Otto, Liz**

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**From:** Sommers, Scott <ssommers@nebat.com>  
**Sent:** Thursday, January 20, 2022 2:00 PM  
**To:** Liz Otto  
**Subject:** EDC List

[CAUTION: EXTERNAL SENDER This email originated from outside your organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.]

Here is my list of qualifications required in an EDC representative:

- \*Leadership in economic development, development resources, business retention/recruitment, financing sources and planning.
- \*Knowledge of grant access and grant writing capabilities
- \*Experience in municipal promotion, including tourism – ability to connect with and assist present Visitors Bureau and Chambers.

Thanks,

Scott Sommers | National Exchange Bank & Trust | p 920.394.3544 (ext. 8401)  
NMLS #603379 | [nebat.com/Scott\\_Sommers](http://nebat.com/Scott_Sommers)



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**Grant Opportunities:**

Researches, pursues, and submits grant applications for State, Federal and other aides for economic development and tourism related projects; monitors cost shared projects; provides required reports, and formulates claims for reimbursement. Promotes awareness of grant opportunities for communities – both local governments and community minded organizations.

**Economic Development:**

Maintains inventory of available business/industrial sites. Coordinates the development and maintenance of a public database for available business and industrial sites. Responsible to focus on economic retention, expansion, growth, and development.

**Marketing:**

Develops and maintains a County Tourism and Economic Development website, brochures, detailed maps, news releases and promotional materials for the purpose of providing information to the public and marketing of Green Lake County.

**Tourism:**

Focus 10% promoting tourism in Green Lake County. Coordinates local business tourism data collection to observe trends and trains businesses on how to collect visitor data. Hosts listening sessions and outreach events in various locations in the county for local businesses to meet and discuss needs/ideas/trends.