



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 03/20/2023

Amended* Post Date:

The following documents are included in the packet for the Finance Committee Meeting on March 22, 2023:

- 1) Agenda
- 2) Minutes from 02/22/23
- 3) Request from City of Green Lake for fireworks funding
- 4) Treasurer's Monthly Report
- 5) Uniquely Wisconsin
- 6) Credit Card Request (1)



GREEN LAKE COUNTY
OFFICE OF THE COUNTY CLERK

Elizabeth Otto
County Clerk

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

Finance Committee
Meeting Notice

Date: Wednesday, March 22, 2023 Time: 3:00 PM
The Green Lake County Government Center, County Board Room
571 County Road A, Green Lake WI

AGENDA

**Committee
Members**

Harley Reabe, Chair
Luke Dretske
Donald Lenz
Dennis Mulder
Brian Floeter, Vice Chair

Elizabeth Otto, Secretary

Virtual attendance at meetings is optional. If technical difficulties arise, there may be instances when remote access may be compromised. If there is a quorum attending in person, the meeting will proceed as scheduled.

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Minutes: 02/22/23
5. Public Comment (3 minute limit)
6. Lisa Meier, Green Lake Chamber of Commerce – Financial request for July 4th fireworks
7. Treasurer’s Monthly Report
 - Tax Collection Update
 - February Financial Reports
 - Sales Tax Update
8. In-Rem Update
9. Update on 2021 Audit
10. Discussion/Action on proposed use of ARPA Funds
 - Uniquely Wisconsin
11. Budget Review of Revenue and Expenditures
12. Credit Card Request
 - Jeff Mann
13. Supervisor/Lay People Monthly Claims
14. Committee Discussion
 - Future Meeting Dates: Regular Meeting 04/26/2023
 - Future Agenda items for action & discussion
15. Adjourn

This meeting will be conducted through in person attendance or audio/visual communication. Remote access can be obtained through the following link:

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 217 260 515 392

Passcode: oCjyRS

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 920-515-0745,,199507313#](#) United States, Green Bay

Phone Conference ID: 199 507 313#

[Find a local number](#) | [Reset PIN](#)

Please accept at your earliest convenience. Thank you!

[Learn More](#) | [Help](#) | [Meeting options](#) | [Legal](#)

Kindly arrange to be present, if unable to do so, please notify our office.
Elizabeth Otto, County Clerk

Please note: Meeting area is accessible to the physically disabled. Anyone planning to attend who needs visual or audio assistance, should contact the County Clerk’s Office, 294-4005, not later than 3 days before date of the meeting.

FINANCE COMMITTEE
February 22, 2023

The meeting of the Finance Committee was called to order by Chair Harley Reabe on Wednesday, February 22, 2023 at 3:00 PM, in the County Board Room and via remote access format at the Government Center, Green Lake, WI. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present:	Luke Dretske (remote)	Absent:
	Brian Floeter	
	Don Lenz	
	Dennis Mulder	
	Harley Reabe	

Other County Employees Present: Jess McLean, Treasurer; Cate Wylie, County Administrator (remote); Liz Otto, County Clerk; Jason Jerome, HHS Director; Shannon Barfknecht, Financial Manager; Kayla Yonke, HHS Financial Manager; Jeff Mann, Corporation Counsel

MINUTES

Motion/second (Lenz/Mulder) to approve the minutes of the January 24, 2023 meeting with no additions or corrections. Motion carried with no negative vote.

PUBLIC COMMENT – none

RESOLUTION

- **Resolution to Utilize American Rescue Plan Act (ARPA) Funds for Green Lake County Groundwater Program**

Chair Reabe recommended extending the ARPA funding into 2024 instead of putting the additional amount on the tax levy for that year. Discussion held. ***Motion/second (Floeter/Mulder)*** to amend the resolution to include funding for 2024 as well as 2023 for a total of \$21,030. Roll call vote on motion to amend – Ayes – 4, Nays – 1 (Dretske). Motion carried.

Motion/second (Floeter/Mulder) to approve the resolution as amended and forward to County Board for final approval. Motion carried with no negative vote.

TREASURER'S MONTHLY REPORT

- **Tax Collection Update**
- **January Financial Reports**
- **Sales Tax Update**

Treasurer Jess McLean provided updates on the sales tax fund. She also stated that the February settlements are done with the exception of one municipality.

IN REM UPDATE

Treasurer Jess McLean stated that she has consulted with the Jeff Mann, the new Corporation Counsel, and they will be working together on this going forward. There are currently 24 unpaid parcels from 2018 and 64 parcels from 2019.

DISCUSSION/ACTION ON PROPOSED USE OF ARPA FUNDS

Discussion held on defibrillators at public buildings throughout the County. Chair Reabe is consulting with EMS Director Gary Podoll about this.

BUDGET REVIEW OF REVENUES AND EXPENDITURES

Discussion held regarding January reports and Period 13.

SUPERVISORS/LAY PEOPLE MONTHLY CLAIMS

Supervisor's claims: \$2,583.67

Lay Person's claims: \$389.96

Motion/second (Lenz/Mulder) to approve supervisor and lay people claims. Motion carried with no negative vote.

COMMITTEE DISCUSSION

- **Future meeting dates: Regular Meeting – March 22, 2023 @ 3:00 PM**
- **Future agenda items for action & discussion:**

ADJOURNMENT

Chair Reabe adjourned the meeting at 3:17 PM.

Submitted by,

Liz Otto
County Clerk



March 16, 2023

Cate Wylie
Green Lake County
571 County Road A
Green Lake, WI 54941

Dear Cate,

Summer is almost here! The Green Lake Area Chamber of Commerce (GLACC) is excited to inform you that we will be presenting the fireworks display, **Light up the Lake**, on Tuesday, July 4th, over beautiful Big Green. In addition to the fireworks, the Chamber of Commerce also provides a fun-filled day with live music in Deacon Mills Park, duck race, children's activities, boat & street parades, and much more!

In the past year, the Chamber was faced with a significant price increase for our fireworks display, bringing our cost from \$9,000 to \$15,000. Most of the homeowners located on or around the lake enjoy our 4th of July fireworks live in the City of Green Lake, Town of Brooklyn, Town of Green Lake, Town of Princeton, Markesan, and Village of Marquette, in addition to those who drive from our outlying communities. If you take a look at our Google Analytics screenshot in this letter, our top views on visitgreenlake.com took place during the weekend of July 4th with 3,625 page views.

I am reaching out to Green Lake County to ask for your financial support to help us reach our goal of \$21k. I am requesting your help by utilizing ARPA funds to help us offset the cost of the display, logistics for shooting the fireworks off (barge and staff), rental of bathrooms, entertainment, and more. Yearly, the only source of income we receive is from the City of Green Lake in the amount of \$6k, which leaves the Chamber responsible to fundraise for the remaining amount of \$15k. I am asking that you consider not only a gift from your ARPA funds this year, but to budget an amount yearly to help us continue this tradition for thousands to

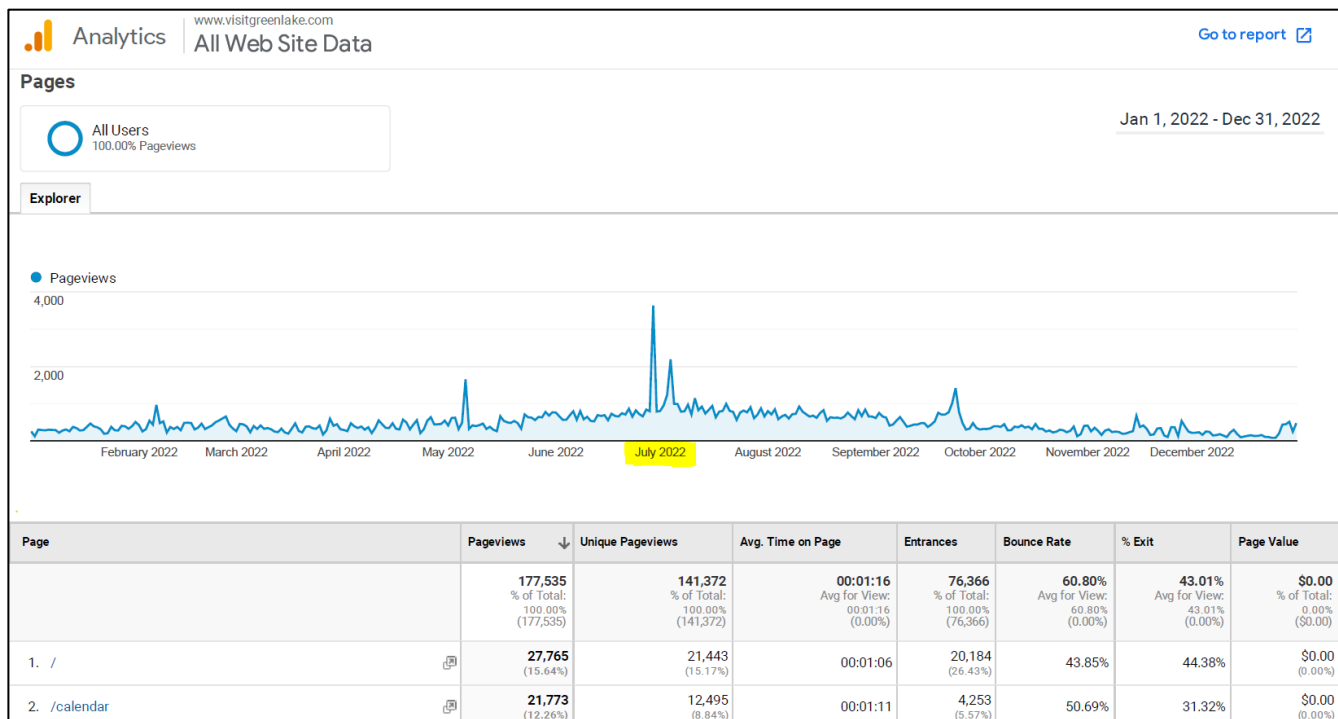
enjoy. We want to show off Green Lake and all that it has to offer to prosper tourism and make an impact to our local economy.

I have also attached the financials from our 2022 July 4th event for your reference. If you have any questions, please do not hesitate to contact me at 920-294-3231. If we are granted financial support, please make payment to GLACC, PO Box 337, Green Lake (the donation is fully tax-deductible).

Thank you in advance, we greatly appreciate your consideration!

Lisa Meier

Lisa Meier
Executive Director
Green Lake Area Chamber of Commerce
920.294.3231
lisa@visitgreenlake.com



Green Lake Area Chamber of Commerce
Transaction Detail By Account
January through December 2022

	Type	Date	Num	Memo	Class	Clr	Split	Original Amount	Paid Amount	Balance
6040 - July 4th										
6042 - July 4th Fireworks										
	Check	04/14/2022	18371	2022 Fireworks Down Payment	July 4th		1010 - Operating Account	1,000.00	1,000.00	1,000.00
	Check	06/24/2022	18450	final payment	July 4th		1010 - Operating Account	14,000.00	14,000.00	15,000.00
	Check	07/12/2022	18482	fireworks barge help	July 4th		1010 - Operating Account	200.00	200.00	15,200.00
	Check	07/15/2022	18488	barge crew	July 4th		1010 - Operating Account	200.00	200.00	15,400.00
	Check	07/20/2022	18489	Barge Help	July 4th		1010 - Operating Account	200.00	200.00	15,600.00
Total 6042 - July 4th Fireworks									15,600.00	15,600.00
6044 - July 4th Entertainment										
	Check	06/28/2022	18456	July 4th DJ	July 4th		1010 - Operating Account	375.00	375.00	375.00
	Check	06/28/2022	18458	Face Painter	July 4th		1010 - Operating Account	375.00	375.00	750.00
	Check	06/30/2022	18466	kids inflatables	July 4th		1010 - Operating Account	498.75	498.75	1,248.75
	Check	07/01/2022	18472	kids toys	July 4th		1010 - Operating Account	95.02	95.02	1,343.77
	Check	07/11/2022	18479	4th of July Entertainment	July 4th		1010 - Operating Account	450.00	450.00	1,793.77
	Check	11/09/2022	18632	deposit for 2023 4th of July	July 4th		1010 - Operating Account	50.00	50.00	1,843.77
Total 6044 - July 4th Entertainment									1,843.77	1,843.77
6046 - July 4th Postage										
	Check	06/09/2022	18439	July 4th postcard mailer - 2938 pieces	July 4th		1010 - Operating Account	1,000.65	1,000.65	1,000.65
Total 6046 - July 4th Postage									1,000.65	1,000.65
6047 - July 4th Advertising										
	Check	07/01/2022	18476	July 4th ad	July 4th		1010 - Operating Account	275.00	275.00	275.00
Total 6047 - July 4th Advertising									275.00	275.00
6048 - July 4th Misc Expense										
	Check	06/30/2022	18481	batteries for megaphone	July 4th		1010 - Operating Account	16.76	16.76	16.76
	Check	07/29/2022	18500	Thank you cards	July 4th		1010 - Operating Account	34.29	34.29	51.05
Total 6048 - July 4th Misc Expense									51.05	51.05
6049 - July 4th Park Rental										
	Check	01/14/2022	18289	July 4 beer and park rental	July 4th		1010 - Operating Account	160.00	160.00	160.00
	Deposit	07/11/2022	41869	refund of park rental	July 4th		1010 - Operating Account	-100.00	-100.00	60.00
Total 6049 - July 4th Park Rental									60.00	60.00
6050 - Restroom & Sink Rental										
	Check	06/27/2022	18452	July 4th	July 4th		1010 - Operating Account	180.00	180.00	180.00
Total 6050 - Restroom & Sink Rental									180.00	180.00
Total 6040 - July 4th									19,010.47	19,010.47
TOTAL									19,010.47	19,010.47



INVOICE

Invoice Date:	03/16/23
Balance Due Date:	04/25/23
Customer ID:	10541

Remit Payment to:
18064 170th Avenue
Yarmouth, IA 52660
Phone: 319-394-3890
Fax: 267-392-3890

Bill To:
Accounts Payable
Green Lake Area Chamber of Commerce
PO Box 337 550 Mills Street
Green Lake, WI 54941

Order Date	P.O. #	Order #	Sales Rep.	Terms
07/04/23		58046	Curt E Diehl	Prepay for Bonus Product

Quantity	Description	Unit Price	Total
1	Fireworks Display	\$15,000.00	\$15,000.00
		Subtotal	\$15,000.00
		Sales Tax	
		Total Amount	\$15,000.00
		Less Deposit	-
		Balance Due	\$15,000.00

We accept MasterCard, Visa, Discover, & American Express

If you have any questions concerning this invoice, please call our corporate office at (319) 394-3890.

THANK YOU FOR YOUR BUSINESS!



LIGHT UP THE LAKE

July 4th Celebration
in Green Lake

Sunday, July 3 | Party on the Pond

Party on the Pond | 7:00pm – 9:00pm | Town Square Community Center

Monday, July 4th | Green Lake Festivities

Pancake Breakfast | 7:00am – 11:00am | American Legion

4 on the 4th Reilly's Pub Run/Walk for Veterans | 8:30am | Reilly's Pub

Food & Refreshments | Noon | Deacon Mills Park

Purchase Ducks for the Race | Noon – 3:00pm | Deacon Mills GLACC Beverage Trailer

(Ducks are also available for purchase starting on June 20th at Adams Rib or GLACC Office)

Patriotic-Themed Boat Parade | 1:00pm – 2:00pm | Sunset Park to Deacon Mills

Duck Races | 2:30pm | Dartford Mill Pond Bridge

4th of July Community Parade | 4:00pm | Downtown Green Lake

Live Entertainment by 5 Card Studs | 5:30pm – 9:30pm | Deacon Mills

Fireworks | Dusk

info@visitgreenlake.com | 920.294.3231





GREEN LAKE COUNTY

OFFICE OF THE COUNTY TREASURER

Jessica McLean
Treasurer

Office: 920-294-4019
FAX: 920-294-4009

March 17, 2023

Memo to Finance Committee:

The February sales tax deposit was \$196,656.86. This is a 19% increase over the February 2022 amount.

TAX COLLECTION UPDATE:

As of March 17th, we have collected \$19,754,005.28 in Real Estate and Personal Property taxes.

On March 27, 2023, we will receive the Lottery and Gaming Credit payment from the state and will be distributing it to the municipalities in April.

IN-REM UPDATE:

We are starting to work on those properties that are delinquent on their 2018 and 2019 taxes. We have a total of 73 parcels on this list, 16 for 2018 and 57 for 2019. Letters have been sent to the owners.

CREDIT CARD UPDATE:

Per the February credit card statement, we have a balance of 1,004,791 credit card points. The county has earned an additional 45,696 points this statement. This calculates to \$10,047.91.

Respectfully submitted,

A handwritten signature in black ink that reads "Jessica McLean".

Jessica McLean

GREEN LAKE COUNTY TREASURER'S REPORT

February 2023

TREASURER'S CASH BALANCE:		1/31/2023	3,845,246.00
RECEIPTS:			
General:		9,049,526.33	
Redemption Tax - Principle:		18,069.06	
Redemption Tax - Interest		3,069.11	
Redemption Tax - Penalty		1,586.16	
Interest Tax - Specials		123.07	
Certificate Principle Tax - Specials		412.69	
P&D Tax		444,598.58	
Sales Tax Deposit from State		196,656.86	
Transfer from Foritfi March Bond Payment		482,354.99	
Transfer from Farmers & Merchants March Bond Payment		515,402.46	
TOTAL RECEIPTS:		10,711,799.31	14,557,045.31

DISBURSEMENTS:			
General Maintenance:		1,975,184.45	
Direct Deposit Payroll		644,096.45	
DHHS Deposit to LGIP		155,044.03	
Payroll deductions and taxes		546,734.80	
Sales Tax Money Transfer to LGIP		132,549.17	
Real Estate Transfer Fees		29,481.36	
Fleetcore		649.19	
Montly Insurance		195,067.98	
Delta Dental		6,945.97	
Bank Fees		20.00	
Previous Month Voided Checks		-76.00	
Allstate Insurance		3,107.50	
Transfer to ERGO		4,000,000.00	
Transfer to Farmers & Merchants		4,000,000.00	
Credit Card Payment		41,447.08	
TOTAL DISBURSEMENTS:		11,730,251.98	

TREASURER'S CASH BALANCE:		02/28/23	2,826,793.33
BANK RECONCILIATION			
Green Lake Horicon Bank - Checking:	195	287,704.27	Balanced Monthly
Green Lake Horicon Bank - Money Market:	224	<u>2,818,446.94</u>	Balanced Monthly
TOTAL		3,106,151.21	
Less Outstanding Checks		272,355.38	Balanced with Bank & ALIO Monthly
Returned Ach		7,034.15	
Returned Ach		-31.65	
Available Bank Balance		2,826,793.33	

CASH BALANCE	2,826,793.33
TREASURER'S CASH	<u>2,826,793.33</u>
DIFFERENCE	0.00

2023 HIGHWAY ROAD REPAIR LOAN		<u>TOTAL</u>
<u>DATE</u>		
		\$0.00

GREEN LAKE COUNTY TREASURER'S REPORT

February 2023

RECONCILIATION OF RECEIPTS & DEPOSITS

Cash in Office	January 31, 2023	0.00
Total Receipts	February 2023	10,711,799.31
SUB TOTAL		10,711,799.31
Less Deposits for Month:		<u>10,711,799.31</u>
Cash in Office	2/28/2023	-

PROOF OF OUTSTANDING CHECKS

Outstanding Checks	January 31, 2023	463,171.84
Total Disbursements	February 2023	11,730,251.98
SUB TOTAL		<u>12,193,423.82</u>
Less Checks Cashed by Bank		3,508,105.36
DHHS Deposit to LGIP		155,044.03
Payroll deductions and taxes		125,349.88
Sales Tax transfer to LGIP		132,549.17
Transfer to ERGO Bank		4,000,000.00
Transfer to Farmers & Merchants Bank		4,000,000.00
Bank Fees		20.00
Outstanding Checks	2/28/2023	272,355.38

2023 INTEREST REVENUE

1/31/23 Money Markets	January Interest	\$14,278.84
1/31/23 Certificate of Deposits	January Interest	\$0.00
2/28/23 Money Markets	February Interest	\$17,475.31
2/28/23 Certificate of Deposits	February Interest	\$0.00
TOTAL		<u>\$31,754.15</u>

HORICON BANK ACCOUNTS

Balance as of 02/28/2023

Flex/HRA Checking Account #2395	\$3,967.34
Flex/HRA Money Market Account #2366	\$80,116.05
Gelhar Escrow Account #8674	\$34,960.40

GREEN LAKE COUNTY TREASURER'S REPORT

INVESTMENTS FEBRUARY 2023

LOCAL GOVERNMENT INVESTMENT POOL

#4000

<u>Date</u>		<u>Account #01</u>
01/31/23	Balance L.G.I.P.	725,898.41
	HSF COMM AIDS	133,714.00
	DCF SPARC PMT	17,016.48
	DCF SPARC PMT	4,313.55
	STATE OF WISCONSIN SPECIAL CHARGES	-4,889.29
	Interest	2,963.25
	Balance L.G.I.P.	\$879,016.40

Date Started INSTITUTIONS

			<u>PRINCIPLE</u>	<u>YIELD RATE</u>	<u>DUE DATE</u>
04/20/11	Farmers & Merchants Bank**	Money Market	818	4,928,305.09	4.00%
02/13/20	ERGO Bank**	Money Market	2620	5,761,089.88	2.58%
03/01/20	Fortifi Bank** (ICS)	Money Market	4930	2,601,708.90	0.50%
11/03/20	Charles Schwab (Dana Investments)	Short-Term Bonds	9437	1,918,871.79	4.00%
05/21/21	ERGO Bank**(ARPA Funds)	Money Market	2833	2,931,187.20	2.58%
11/01/15	Horicon Retirement	Money Market	4497	28.10	0.85%
08/05/13	Ripon Horicon Bank	Money Market	1744	5,244.58	0.05%
TOTAL			\$18,146,435.54		

** Collateralized Investment

SALES TAX

	<u>2023 PRINCIPLE</u>	<u>2023 INTEREST</u>	<u>TOTAL SALES TAX</u>
BALANCE 12/31/2022			2,412,364.31
01/31/23	132,549.17	10,727.27	143,276.44
02/28/23	196,656.86	11,792.69	208,449.55
03/31/23			0.00
04/30/23			0.00
05/31/23			0.00
06/30/23			0.00
07/31/23			0.00
08/31/23			0.00
09/30/23			0.00
10/31/23			0.00
11/30/23			0.00
12/31/23			0.00
TOTAL COLLECTED IN 2023	329,206.03	22,519.96	\$2,764,090.30
TOTAL 2023 LOAN PAYMENTS			997,757.45
TOTAL PAID TOWARDS UPGRADES			

\$1,766,332.85

SALES TAX INVESTMENTS

	<u>Institution</u>	<u>CD/MM #</u>	<u>Term</u>	<u>Principle Invested</u>	<u>Int. Rate</u>	<u>Due Date</u>
1/31/2023	LGIP Sales Tax Account #09			2,742,423.88	4.54%	
	ERGO Bank (Money Market)	2743		654,096.83	2.58%	
	Fortifi Bank (Money Market)	8621		513,641.57	0.35%	
Total Funds Held in Trust				\$3,910,162.28		

2023 LOAN PAYMENT HISTORY

<u>PAYMENT DATE</u>	<u>LOAN PAYMENT AMOUNT</u>	<u>TOTAL</u>
02/16/23	\$997,757.45	\$997,757.45
		\$997,757.45
		Total Paid on Loan in 2023

2023 SECURITY UPGRADES

<u>PAYMENT DATE</u>	<u>PAYMENT HISTORY</u>	<u>TOTAL</u>
		Total Paid Towards Upgrades

February 2023

EFFECTIVE INTEREST RATES - OVERALL

<u>INSTITUTION</u>	<u>AMOUNT</u>	<u>ACCOUNT NUMBER</u>	<u>RATE</u>
L.G.I.P.	3,627,058.90		4.54%
Farmers & Merchants Bank**	4,928,305.09	818	4.00%
ERGO Bank**	5,761,089.88	2620	2.58%
Fortifi Bank** (ICS)	2,601,708.90	4930	0.50%
Charles Schwab (Dana Investments)	1,918,871.79	9437	4.00%
ERGO Bank**(ARPA Funds)	2,931,187.20	2833	2.58%
Horicon Retirement	27.06	4497	0.05%
Ripon Horicon Bank	5,241.56	1744	0.05%
Horicon Bank	<u>3,829,489.39</u>	224	<u>0.05%</u>
	25,602,979.77	Average APY	2.04%
<u>TOTAL INVESTED</u>	21,768,221.76	Average Investment APY	2.04%

Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
1/31/2023	MM Horicon	2366	45.95	7/31/2023	MM Horicon	2366	
1/31/2023	MM LGIP	Account #1	2,886.99	7/31/2023	MM LGIP	Account #1	
1/31/2023	MM Farmers & Merchants	818	4,866.69	7/31/2023	MM Farmers & Merchants	818	
1/31/2023	MM ERGO Bank	2620	3,363.64	7/31/2023	MM ERGO Bank	2620	
1/31/2023	MM Fortifi Bank	4930	1,099.84	7/31/2023	MM Fortifi Bank	4930	
1/31/2023	MM Charles Schwab	9437	1,098.59	7/31/2023	MM Charles Schwab	9437	
1/31/2023	MM Horicon Retirement	4497	1.26	7/31/2023	MM Horicon Retirement	4497	
1/31/2023	MM Ripon Horicon Bank	1744	2.99	7/31/2023	MM Ripon Horicon Bank	1744	
1/31/2023	MM Horicon	224	770.64	7/31/2023	MM Horicon	224	
1/31/2023	MM Horicon	195	142.25	7/31/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$14,278.84	TOTAL MONEY MARKET INTEREST			\$0.00
Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
2/28/2023	MM Horicon	2366	46.07	8/31/2023	MM Horicon	2366	
2/28/2023	MM LGIP	Account #1	2,963.25	8/31/2023	MM LGIP	Account #1	
2/28/2023	MM Farmers & Merchants	818	6,306.52	8/31/2023	MM Farmers & Merchants	818	
2/28/2023	MM ERGO Bank	2620	5,111.74	8/31/2023	MM ERGO Bank	2620	
2/28/2023	MM Fortifi Bank	4930	75.55	8/31/2023	MM Fortifi Bank	4930	
2/28/2023	MM Charles Schwab	9437	1,688.40	8/31/2023	MM Charles Schwab	9437	
2/28/2023	MM Horicon Retirement	4497	1.04	8/31/2023	MM Horicon Retirement	4497	
2/28/2023	MM Ripon Horicon Bank	1744	3.02	8/31/2023	MM Ripon Horicon Bank	1744	
2/28/2023	MM Horicon	224	1,114.25	8/31/2023	MM Horicon	224	
2/28/2023	MM Horicon	195	165.47	8/31/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$17,475.31	TOTAL MONEY MARKET INTEREST			\$0.00
Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
3/31/2023	MM Horicon	2366		9/30/2023	MM Horicon	2366	
3/31/2023	MM LGIP	Account #1		9/30/2023	MM LGIP	Account #1	
3/31/2023	MM Farmers & Merchants	818		9/30/2023	MM Farmers & Merchants	818	
3/31/2023	MM ERGO Bank	2620		9/30/2023	MM ERGO Bank	2620	
3/31/2023	MM Fortifi Bank	4930		9/30/2023	MM Fortifi Bank	4930	
3/31/2023	MM Charles Schwab	9437		9/30/2023	MM Charles Schwab	9437	
3/31/2023	MM Horicon Retirement	4497		9/30/2023	MM Horicon Retirement	4497	
3/31/2023	MM Ripon Horicon Bank	1744		9/30/2023	MM Ripon Horicon Bank	1744	
3/31/2023	MM Horicon	224		9/30/2023	MM Horicon	224	
3/31/2023	MM Horicon	195		9/30/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$0.00	TOTAL MONEY MARKET INTEREST			\$0.00
Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
4/30/2023	MM Horicon	2366		10/31/2023	MM Horicon	2366	
4/30/2023	MM LGIP	Account #1		10/31/2023	MM LGIP	Account #1	
4/30/2023	MM Farmers & Merchants	818		10/31/2023	MM Farmers & Merchants	818	
4/30/2023	MM ERGO Bank	2620		10/31/2023	MM ERGO Bank	2620	
4/30/2023	MM Fortifi Bank	4930		10/31/2023	MM Fortifi Bank	4930	
4/30/2023	MM Charles Schwab	9437		10/31/2023	MM Charles Schwab	9437	
4/30/2023	MM Horicon Retirement	4497		10/31/2023	MM Horicon Retirement	4497	
4/30/2023	MM Ripon Horicon Bank	1744		10/31/2023	MM Ripon Horicon Bank	1744	
4/30/2023	MM Horicon	224		10/31/2023	MM Horicon	224	
4/30/2023	MM Horicon	195		10/31/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$0.00	TOTAL MONEY MARKET INTEREST			\$0.00
Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
5/31/2023	MM Horicon	2366		11/30/2023	MM Horicon	2366	
5/31/2023	MM LGIP	Account #1		11/30/2023	MM LGIP	Account #1	
5/31/2023	MM Farmers & Merchants	818		11/30/2023	MM Farmers & Merchants	818	
5/31/2023	MM ERGO Bank	2620		11/30/2023	MM ERGO Bank	2620	
5/31/2023	MM Fortifi Bank	4930		11/30/2023	MM Fortifi Bank	4930	
5/31/2023	MM Charles Schwab	9437		11/30/2023	MM Charles Schwab	9437	
5/31/2023	MM Horicon Retirement	4497		11/30/2023	MM Horicon Retirement	4497	
5/31/2023	MM Ripon Horicon Bank	1744		11/30/2023	MM Ripon Horicon Bank	1744	
5/31/2023	MM Horicon	224		11/30/2023	MM Horicon	224	
5/31/2023	MM Horicon	195		11/30/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$0.00	TOTAL MONEY MARKET INTEREST			\$0.00
Date	Institution	Account #	Amount	Date	Institution	Account #	Amount
6/30/2023	MM Horicon	2366		12/31/2023	MM Horicon	2366	
6/30/2023	MM LGIP	Account #1		12/31/2023	MM LGIP	Account #1	
6/30/2023	MM Farmers & Merchants	818		12/31/2023	MM Farmers & Merchants	818	
6/30/2023	MM ERGO Bank	2620		12/31/2023	MM ERGO Bank	2620	
6/30/2023	MM Fortifi Bank	4930		12/31/2023	MM Fortifi Bank	4930	
6/30/2023	MM Charles Schwab	9437		12/31/2023	MM Charles Schwab	9437	
6/30/2023	MM Horicon Retirement	4497		12/31/2023	MM Horicon Retirement	4497	
6/30/2023	MM Ripon Horicon Bank	1744		12/31/2023	MM Ripon Horicon Bank	1744	
6/30/2023	MM Horicon	224		12/31/2023	MM Horicon	224	
6/30/2023	MM Horicon	195		12/31/2023	MM Horicon	195	
TOTAL MONEY MARKET INTEREST			\$0.00	TOTAL MONEY MARKET INTEREST			\$0.00

SALES TAX COMPARISON BY MONTH

	2018	2019	2020	2021	2022	2023	Average	Highest	Lowest
JANUARY	89,933.78	109,509.43	128,731.85	129,049.30	129,910.32	132,549.17	97,891.12	132,549.17	62,321.73
FEBRUARY	126,251.39	119,075.76	116,846.62	133,920.39	165,044.95	196,656.86	97,952.41	196,656.86	60,255.84
MARCH	75,898.03	85,550.74	90,381.98	100,966.39	109,740.25		83,106.88	109,740.25	46,994.44
APRIL	72,655.36	76,224.82	113,659.11	127,433.63	136,138.08		76,362.09	136,138.08	36,804.46
MAY	125,227.50	118,471.32	119,338.16	151,450.22	159,631.49		85,070.33	159,631.49	41,257.94
JUNE	126,711.01	104,210.27	120,755.71	190,264.84	194,310.06		98,609.23	194,310.06	59,400.00
JULY	116,127.56	143,859.66	168,092.46	191,059.31	177,408.66		104,326.95	191,059.31	15,457.04
AUGUST	184,463.92	182,104.04	171,355.64	199,478.15	199,766.82		122,766.98	199,766.82	83,741.27
SEPTEMBER	126,122.19	106,728.23	161,646.56	186,737.85	207,875.18		121,246.69	207,875.18	1,077.35
OCTOBER	144,616.82	154,381.89	163,549.99	185,341.04	185,549.27		120,006.30	185,549.27	64,005.77
NOVEMBER	154,928.51	158,042.83	135,345.97	163,382.51	198,999.02		122,462.55	198,999.02	64,072.75
DECEMBER	103,170.65	99,052.48	140,318.27	169,786.68	178,669.33		109,162.07	178,669.33	64,039.26
	29,164,883.95	1,446,106.72	1,457,211.47	1,630,022.32	1,928,870.31	2,043,043.43	329,206.03	1,245,325.34	2,043,043.43
	3.96%	0.77%	11.86%	18.33%	5.92%				

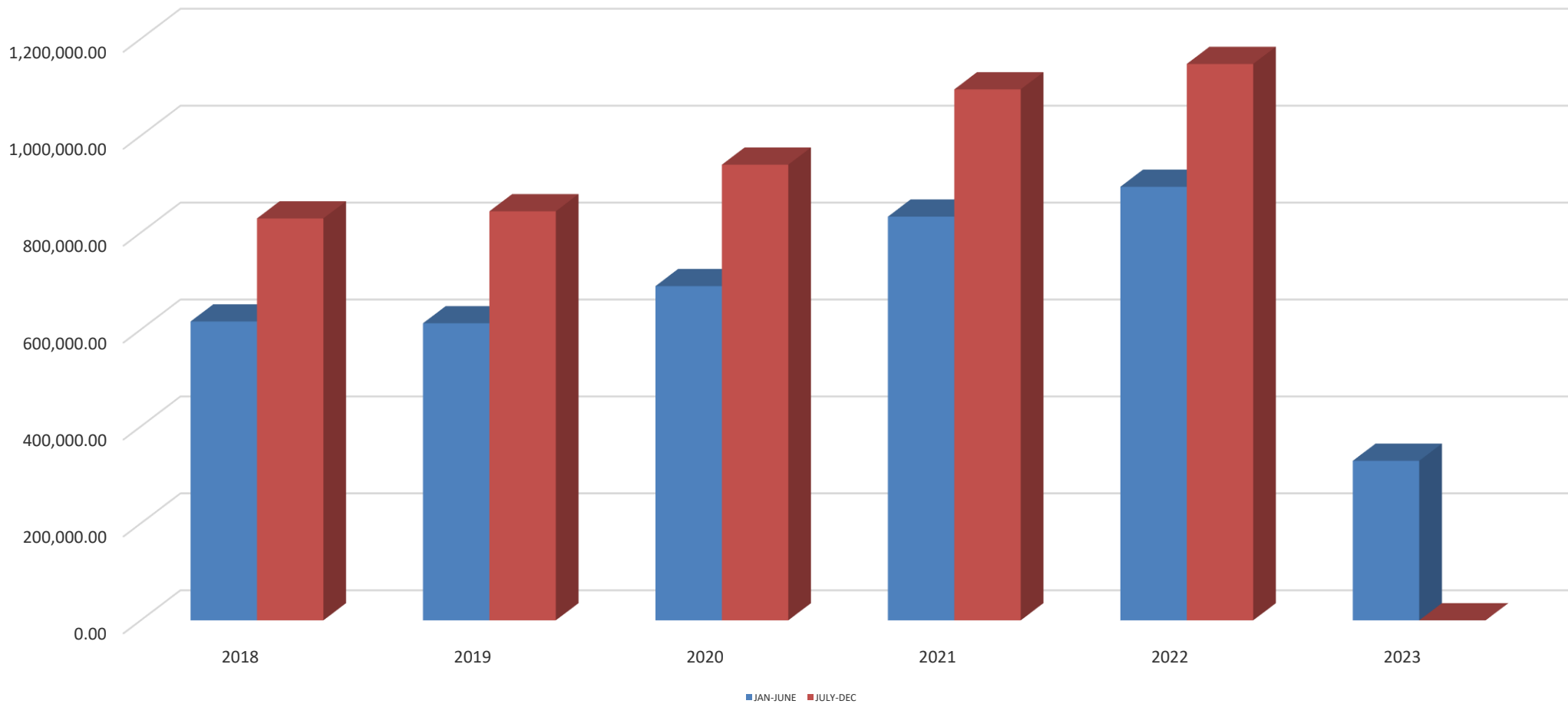


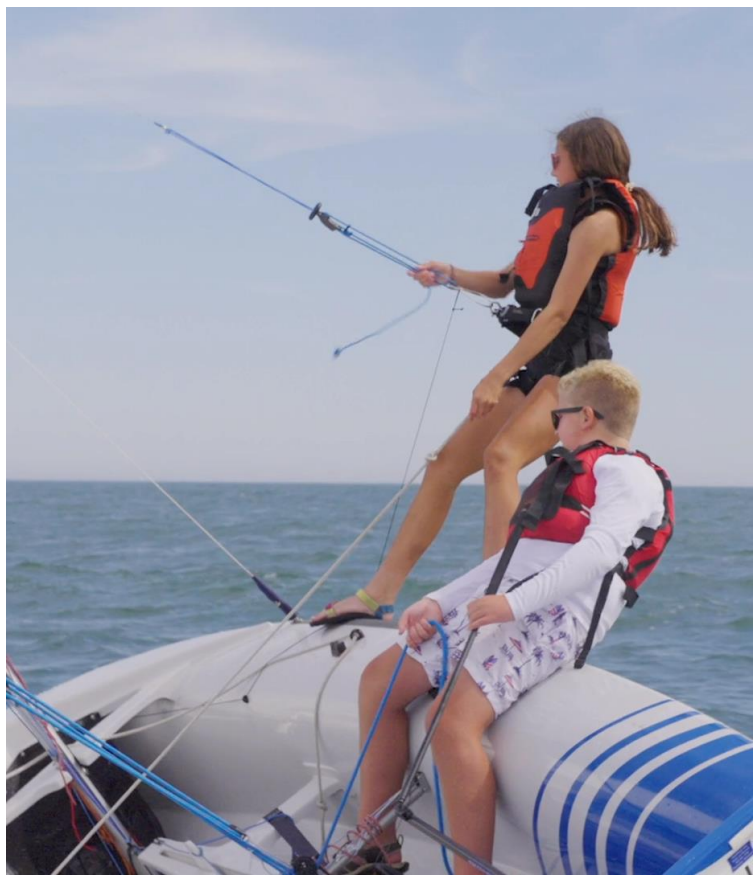
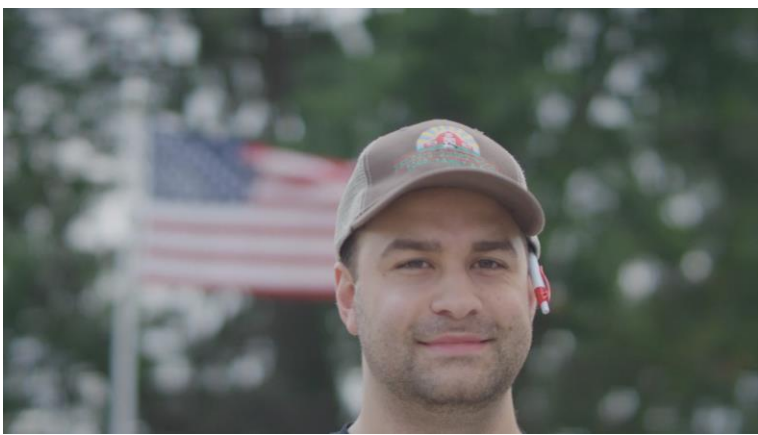
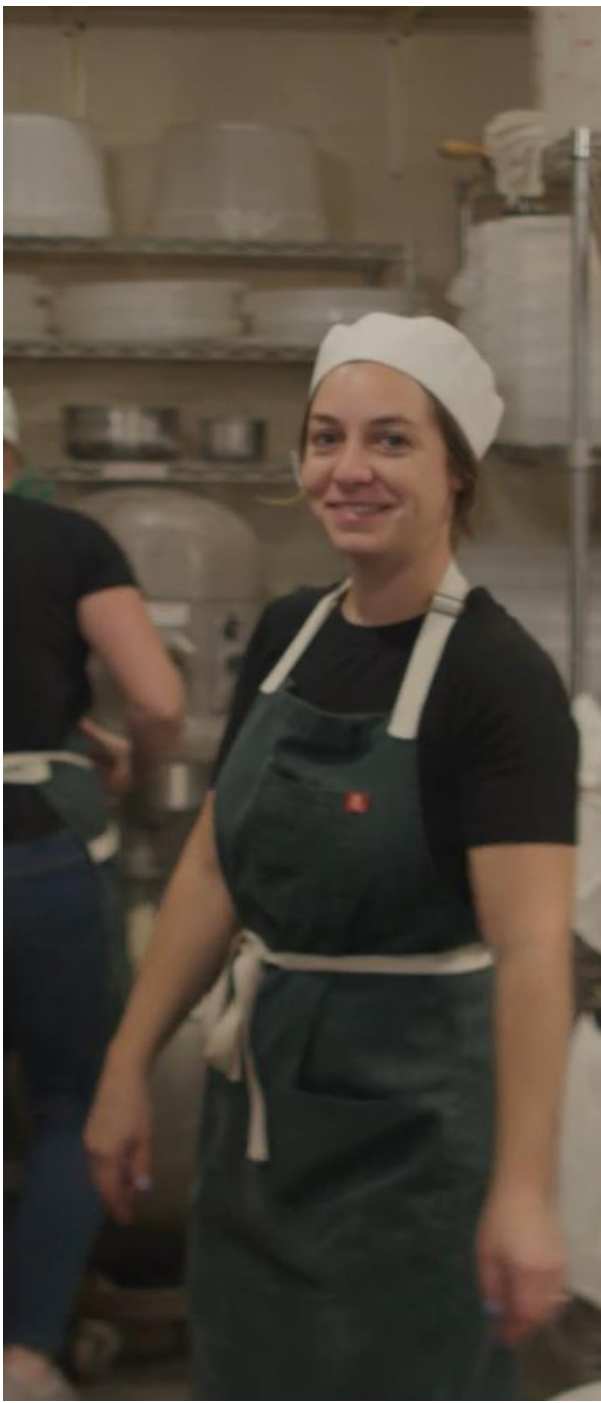
Uniquely Wisconsin Action Steps

1. **Agreement Paperwork Completed**
2. **Virtual Creative Meeting (Within 1-month of paperwork being signed)**
 - a. Involving County Team (limited to 5 people or less) & Discover Mediaworks Team
 - b. Can utilize larger County Team, but have a point of contact for the larger group
3. **Discussing Potential Stories**
 - a. Stories are sent to Discover Mediaworks Team through email to digest and research.
 - b. Potential virtual meeting if needed for County Team to further introduce story topics to Discover Mediaworks Team
4. **Finalization of Stories**
 - a. Discover Mediaworks will send the stories chosen via email
 - b. County Team will review for approval
5. **Introductions/Pre-Production for Filming**
 - a. Discover Mediaworks connects with story subjects for logistics and pre-interviews
 - b. Recommended: County Team introduces subject and Discover Mediaworks team (This is a good outreach opportunity for the County and ensures we have connected with correct people.)
6. **Story Treatment Approval**
 - a. Discover Mediaworks writes and shares story treatment/outline with County Team for approval
 - b. Discover Mediaworks communicates the filming schedule
7. **Filming**
 - a. Discover Mediaworks field produces story
 - b. Discover Mediaworks communicates with how the shoot went
8. **Edits & Additional Marketing Feedback**
 - a. Discover Mediaworks to share review cuts with County Team for recommended changes/approval
 - b. Any blogs, e-newsletters, social posts, press releases to be approved by County Team prior to release
9. **Release**
 - a. Discover Wisconsin shares release schedule with County Team with plan for full campaign

	2018	2019	2020	2021	2022	2023
JAN-JUNE	616,677.07	613,042.34	689,713.43	833,084.77	894,775.15	329,206.03
JULY-DEC	829,429.65	844,169.13	940,308.89	1,095,785.54	1,148,268.28	0.00

SALES TAX Q1/2 VS Q3/4





Uniquely Wisconsin

What is Uniquely Wisconsin?

Uniquely Wisconsin is a series that spotlights the untold stories of Wisconsinites and highlights the communities in which they live. From the emotional and heartwarming, to the humorous and the historic, the Uniquely Wisconsin brand captures the essence of the people of America's Dairyland. Each story is shown through the lens of any of the following: ***Economic Development, Community Engagement, Quality of Life & Tourism.***



First Season Counties

Washington, Adams, Rock, Sauk, Sheboygan, Marathon, Portage & Monroe

Types of Stories

- **Washington County: Wisconsin 9/11 Memorial**
 - Highlight the dedication and community support behind making the State's 9/11 Memorial in Washington County
- **Marathon County: Preserving Hmong Culture – Life After War**
 - See and feel the history of the Hmong culture that lives in Wausau, while listening from multiple generations
- **Monroe County: Barn Restoration – Music Before the Making**
 - A young entrepreneur purchased an old farm and restored the barn into a music studio to provide new life into the heart of Monroe County





County Exposure



Discover Wisconsin Audience Profile

FACEBOOK

189,000+ Followers

30.6% Male / 69.4% Female

Age of Follower 18-34: 16.1%

Age of Follower 35-54: 46.6%

Age of Follower 55-64: 20.5%

*Top Locations: 1. Madison, 2. MKE,
3. Appleton, 4. Green Bay, 5. Janesville*

YOUTUBE

14,000+ Subscribers

70% Male / 30% Female

Age of Viewer 18-34: 32.6%

Age of Viewer 35-44: 22.3%

Age of Viewer 45-54: 16.5%

Age of Viewer 55+: 28.6%

*Top Locations per Views: 1. Milwaukee,
2. Madison, 3. Green Bay, 4. Janesville, 5. Racine*

INSTAGRAM

127,000+ Subscribers

31% Male / 69% Female

Age of Viewer 18-34: 30.4%

Age of Viewer 35-44: 30.9%

Age of Viewer 45-54: 20.5%

*Top Locations: 1. Madison, 2. MKE,
3. Appleton, 4. Green Bay, 5. Chicago*

TV

54% Female / 46% Male

230,000+ weekly viewers Q2 2022

*Top Markets: MKE, Madison, GB,
Wausau*

As of January 12, 2023

**Uniquely Wisconsin to be released on Discover Wisconsin Platforms*

Uniquely Wisconsin Documentary Shorts

The Idea

- Documentary style video that focuses on an organization, business, area of a County and the human story within.

Video Content

- Acquire on-site footage, interviews with key representatives, etc.
- Video footage will be shared as an embedded link to be used on websites, social media, etc.

Production

- Video shared on Discover Wisconsin platforms
- Includes full day(s) of field production, as well as pre- and post-production per original short video
- Three (3) – six (6) minutes of content per original short video

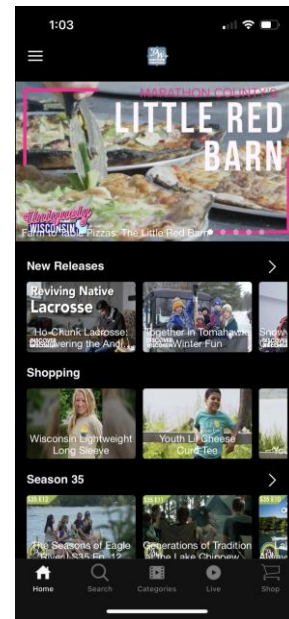
Examples of Recent Short Results:

Washington – Music Man

81,843 Total Views

Portage County - Sourdough

88,757 Total Views

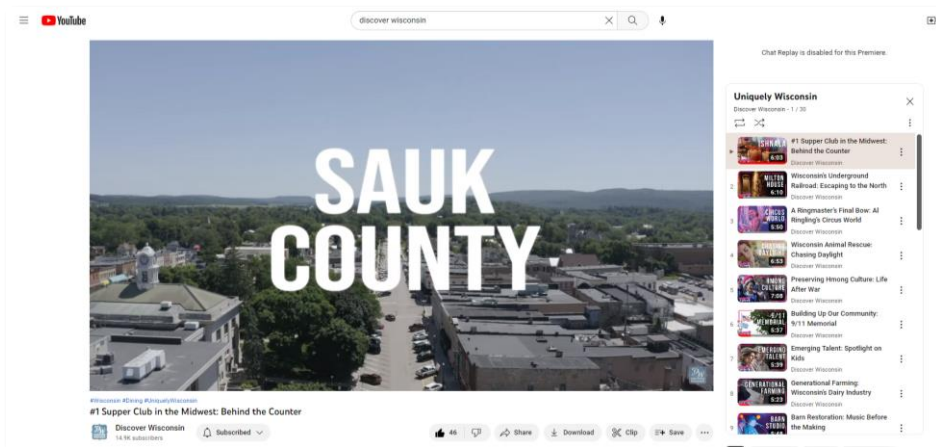
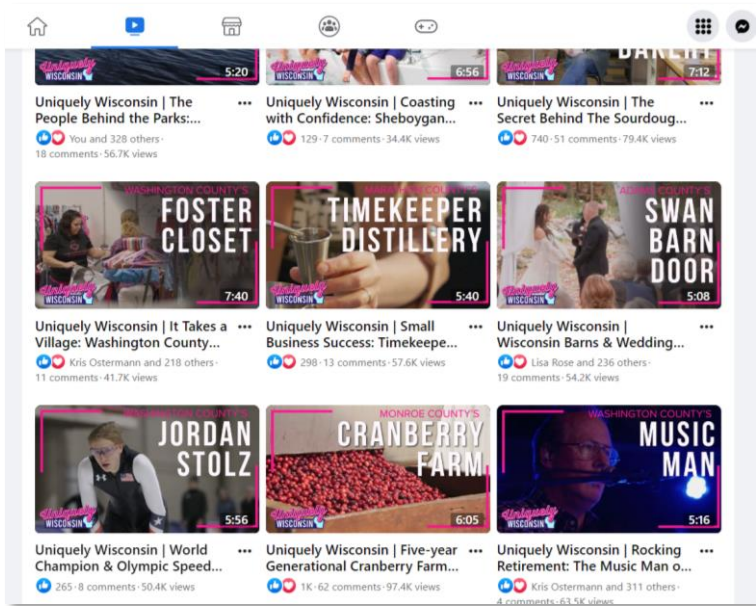


Streaming

Binging Discover Wisconsin

Discover Wisconsin is available for streaming on all major streaming platforms (Roku, Amazon Fire & Apple TV).

- Video content (Episodes & Shorts) will air and live on OTT platforms and discoverwisconsin.com
 - **Available on OTT for up to five (5) years**
 - **Available on discoverwisconsin.com for up to two (2) years**
- Video content will also air and live on Discover Wisconsin YouTube channel and Discover Wisconsin Facebook & Instagram page
 - **Available on YouTube into perpetuity**
 - **Available on Facebook & Instagram into perpetuity**



Television Regional Network

Uniquely Wisconsin Special Episode

- Limited commercial episode compiling the stories will air on the Discover Wisconsin Regional Television Network



*Reaches 11.5 million homes in the Midwest
230,000+ weekly viewers in Q2 2022*



Wisconsin TV Affiliates:

- WITI – Milwaukee
- WKOW – Madison
- WFRV – Green Bay
- WAOW – Wausau
- WQOW – Eau Claire
- WXOW – La Crosse
- WYOW – Eagle River
- CBS 3 – Superior/Dul.
- KBJR 6 - Superior/Dul.
- Bally Sports Wisconsin

SUN 10 am
SAT 6:30 pm
SAT 6:30 pm
SAT 6:30 pm
SUN 5 pm
SUN 5 pm
SAT 6:30 pm
SAT 6:30 pm
SAT. 5:30 am
SAT 10 am



Out-of-State TV Affiliates:

- WIFR – Rockford, IL
- WJMN – Marquette
- Bally Sports North

SAT 6:30 pm
SAT 7:30 pm EST
SAT 10 am

The Cabin Podcast – Dedicated Podcast

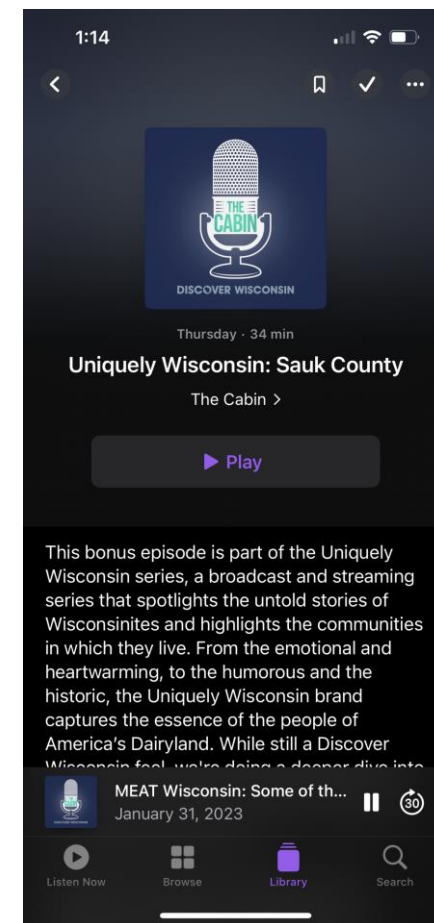
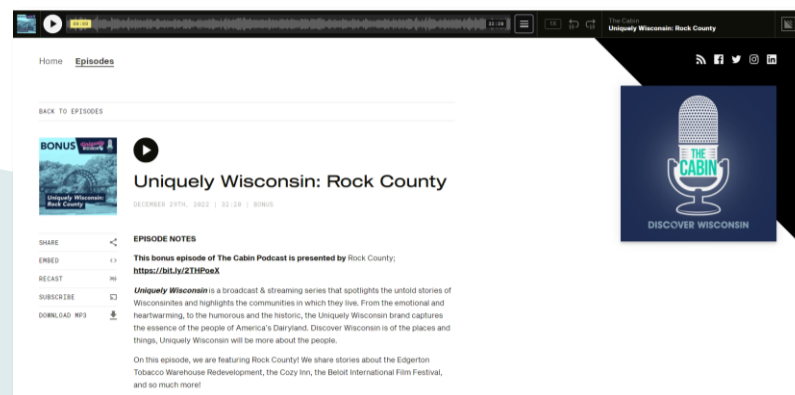
The Cabin, a weekly 35-45 minute podcast produced by the crew that brings you the nation's longest-running tourism TV show, Discover Wisconsin. Our hosts change the format as they sit down and explore the stories of each county within the Uniquely Wisconsin series.

Dedicated Podcast Recording: Roughly 30 minutes

Podcast By The Numbers

- **690,000+** total downloads
- 6,000 – 8,000 listeners per week
- 60,000+ impressions per week on Discover Wisconsin Facebook & Instagram on average
- Top listeners by state:
 - Wisconsin (56%), Illinois (12%), Minnesota (5%)

*Data updated January 2023



Video Edits

B-Roll

Video acquired and utilized during shorts is available in b-roll form.

- Transferred via a downloadable link

Social Video Editing

Video acquired during shorts will be available to be edited into social media and digital marketing assets

- :15-:60 social media ads





***Each County Recieves**

VIDEO STORIES

- THREE (3) DOCU-SERIES SHORT-FORM VIDEOS UP TO SIX (6) MINUTES IN LENGTH EACH
 - DEVELOP STORIES THAT TOUCH ON A COMBINATION OF CULTURE, COMMUNITY ENGAGEMENT, ECONOMIC DEVELOPMENT, AND TOURISM
- ONE (1) :60 SOCIAL MEDIA EDIT VIDEO
 - SOCIAL MEDIA AND DIGITALLY EDITED VIDEOS DESIGNED FOR USE ON COUNTY-SPECIFIC PAGES
- FIVE (5) MINUTE PORTION OF BROADCAST DOCUMENTARY ACROSS DISCOVER WISCONSIN REGIONAL TELEVISION NETWORK
 - HAVE THE STREAMING-ONLY DOCU-SERIES DEVELOPED INTO A BROADCAST EPISODE
- SHARED B-ROLL OF FOOTAGE ACQUIRED

PODCAST & SOCIAL MEDIA

- ONE (1) DEDICATED "THE CABIN" PODCAST FOR COUNTY
 - CELEBRATE WHY THE COUNTY IS UNIQUE AND THE CULTURE WITHIN FOR EACH SPECIFIC COUNTY
- ONE (1) DATA ACQUISITION SIGN-UP CONTEST ON DISCOVER WISCONSIN SOCIAL MEDIA
 - OPPORTUNITY TO GROW DATABASE FOR COUNTY-SPECIFIC ITEMS (JOB BOARDS, RELOCATION, ETC.)
- MULTIPLE BLOGS, E-NEWSLETTERS, SOCIAL IMPRESSIONS, ETC. IN PROMOTION OF THE SERIES

Request for Credit Card Approval

Department: Corporation Counsel

Committee: Administration

Name of Card Holder	Title of Position	Credit Card Limit
Jeffrey A. Mann	Corporation Counsel	\$5,000

Justification for Credit Card(s):

To be used for County business pertaining to the Office of Corporation Counsel including:
conferences (accommodations and meals) and continuing legal education credits

Department Head Approval: _____

Date Approved by Committee of Jurisdiction: _____

Following this acceptance please forward to the County Clerk's Office.

Date Approved By Finance Committee: _____