



# ***GREEN LAKE COUNTY***

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

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**Original Post Date: 09/15/2023**

**Amended\* Post Date: 09/19/2023**

**The following documents are included in the packet for the Economic Development Corporation Meeting on September 21, 2023:**

- 1) \*Amended Agenda
- 2) Minutes from 08/17/2023
- 3) \*CHR CDBG Statistics
- 4) \*County Housing
- 5) \*WEDC Summary



# GREEN LAKE COUNTY OFFICE OF THE COUNTY CLERK

Elizabeth Otto  
County Clerk

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

## ***Economic Development Corporation Meeting Notice***

***Date: Thursday, September 21, 2023 Time: 8:30 AM  
The Green Lake County Government Center, County Board Room  
571 County Road A, Green Lake WI***

### ***Amended AGENDA\****

#### **Corporation Members**

*Scott Mundro, Chair  
Scott Sommers  
Sara Rutkowski  
Lisa Meier  
Ron Thiem  
Harley Reabe  
Mary Neubauer*

*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: 08/17/2023
5. Public Comment (3 minute limit)
6. Establish Checking Account for 2024 budget
7. Recap on EDC Presentation to County Board
8. Shop Local Campaign
9. Branding of County
10. \*CDBG Housing Update and Guest/Presentation
11. \*WEDC Update and Guest/Presentation
12. GLCVB Update
13. Treasurer's Report
14. Community Updates
15. Committee Discussion
  - Future Meeting Dates: TBD
  - Future Agenda items for action & discussion
16. 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: 255 090 139 195

Passcode: wQbp3X

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

**Or call in (audio only)**

[+1 920-515-0745,,607552172#](#) United States, Green Bay

Phone Conference ID: 607 552 172#

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

Please accept at your earliest convenience. Thank you!

**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.**



# GREEN LAKE COUNTY OFFICE OF THE COUNTY CLERK

Elizabeth Otto  
County Clerk

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

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

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## ECONOMIC DEVELOPMENT CORPORATION

August 17, 2023

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Chair Scott Mundro at 8:30 AM on Thursday, August 17, 2023 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 remote access. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present: Scott Mundro  
Scott Sommers  
Mary Neubauer  
Harley Reabe (remote and in person)  
Lisa Meier (8:42)  
Liz Otto  
Sara Rutkowski (8:34)

Absent: Ron Thiem

Also Present: Keri Solis, Marquette County EDC Coordinator; Cate Wylie, County Administrator; Tony Daley, Berlin Journal (remote)

### MINUTES

*Motion/second (Sommers/Mundro)* to approve the minutes of the 07/20/23 meeting as read with no additions or corrections. Motion carried with no negative vote.

PUBLIC COMMENT – none

### DISCUSSION AND POSSIBLE ACTION ON EDC ARTICLES AND BYLAWS

No meeting as of this date to discuss the current bylaws and possible changes. This will be put on the agenda for next month.

### DISCUSSION AND POSSIBLE ACTION ON PROPOSED 2024 EDC BUDGET

Chair Scott Mundro handed out a tentative 2024 budget request based on discussions between himself and Lisa Meier. Discussion held. *Motion/second (Rutkowski/Sommers)* to approve the overall budget request of \$52,000 with changes made as discussed. Motion carried with no negative vote.

### GLCVB UPDATE

Update provided by Chair Mundro.

### TREASURER'S REPORT

Liz Otto reported a balance of \$130,417.59 in the housing grant checking account as of 07/31/2023.

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

### COMMUNITY UPDATES

Updates of upcoming events provided along with updates from Marquette County from Keri Solis.

### COMMITTEE DISCUSSION

**Next regular meeting:** September 21, 2023 @ 8:30 AM

**Future Agenda Items for action & discussion:** establish checking account for 2024 budget funds

**ADJOURNMENT**

Scott Mundro adjourned the meeting at 9:55 AM

Submitted by

Liz Otto  
County Clerk

DRAFT

## CHR CDBG Statistics for 2020 Grant Year

### TOTALS

As of 10-21-2022 -totals updated

#### Total Grant Financial Information

2018 Obligated funds carryover	(\$1,251,053.70)
2020 Project Funds Total	4,136,752.00
Rental Conversion Project	\$ 412,500.00
Paybacks and Interest Earned	\$ 920,522.17
Total Obligated	\$ 4,218,341.85
Balance Remaining	\$378.62

#### Quick reference by County

Adams	\$ 321,727.85	
Green Lake	\$ 362,454.61	
Juneau	\$ 746,977.68	
Marathon	\$ 622,895.99	
Marquette	\$ 96,489.64	
Portage	\$ 402,813.71	
Waupaca	\$ 1,031,037.99	Includes \$412,500 conversion project
Waushara	\$ 49,142.25	
Wood	\$ 584,802.13	
Totals	\$ 4,218,341.85	

## CHR CDBG Statistics for 2020 Grant Year

County: Green Lake

Totals as of 10/21/2022

### Grant Statistical Information

Number of Household Mortgages	6
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### Grant Financial Information

<u>ID</u>	<u>Amount</u>	
GL266(A)	(7,630.00)	Amend Mortgage (from 10-24-18)
GL266	220.00	Lead Clearance 7-9-20
GL285	220.00	Lead Clearance 9-2-20
GL314(2)	906.25	Mortgage 10-11-21 (1st Mortg 2-2020)
GL314(G)	220.00	Lead Clearance
GL314(A)	(600.00)	Amendment 6-3-2022
GL379 (A)	(268.00)	Amendment 12-23-2020
GL430(1)	24,554.00	Mortgage 5-20-20
GL430(G)	25,760.00	Lead Grant 5-20-20
GL430(2)	9,648.00	Mortgage 5-19-21
GL430(G)	14,165.00	Lead Grant 5-19-21
GL430(G)	220.00	Lead Clear 5-19-21
GL430(3)	2,650.61	Mortgage 9-13-22
GL446(1)	31,525.00	Mortgage 8-24-20
GL446	775.00	Asbestos Testing 12-30-20
GL446	500.00	Lead Testing 12-30-20
GL452(1)	21,907.00	Mortgage 11-2-20
GL452(G)	4,500.00	Lead Grant 11-2-20
GL452 (2)	10,982.00	Mortgage 11-23-20
GL452(G)	37,050.00	Lead Grant 11-23-20
GL452(3)	482.00	Mortgage 3-22-21
GL452(G)	3,200.00	Lead Grant 6-1-21
GL452	655.00	Asbestos Testing 8-24-20
GL452	220.00	Lead Clearance 8-24-20
GL452	500.00	Lead Testing 8-24-20
GL452(G)	450.00	Lead Hazard Reduction
GL489(1)	43,782.25	Mortgage 6-14-21
GL489(G)	107,310.00	Lead Grant 6-14-21
GL489(G)	595.00	Lead Testing 6-14-21
GL489(G)	220.00	Lead Clear 6-14-21
GL489(2)	10,282.25	Mortgage 12-3-2021
GL489(3)	3,032.25	Mortgage 3-15-22
GL489(G)	60.00	Lead Hazard Reduction

GL489(4)		Mortgage 10-28-22
GL541(1)	18,048.75	Mortgage 3-14-22
GL541(G)	555.00	Grant 3-14-22
GL541(A)	(4,242.75)	Amendment 6-3-2022

**Totals**

\$ 362,454.61



## CHR CDBG Statistics for 2022 Grant Year

County: Green Lake

As of 07-10-2023 -totals updated

<b>Grant Statistical Information</b>
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Number of Household Mortgages	3
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<b>Grant Financial Information</b>
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<u>ID</u>	<u>Amount</u>	
GL489(4)	\$6,832.25	Mortgage 10-28-22
GL648(1)	\$31,747.25	Mortgage 4-27-2023
GL648(G)	\$734.50	Asbestos Test 4-27-2023
GL648(G)	\$500.00	Lead Test 4-27-2023
GL648(G)	\$59,975.00	Lead Hazard 4-27-2023
GL648(G)	\$220.00	Lead Clear 4-27-2023
GL691(1)	\$17,132.25	Mortgage 5-30-23

Totals

\$117,141.25

**Green Lake County  
12/31/2020**

Account Name	Balance on Hand 12/31/19	2020 Receipts	2020 Payments	Balance 12-31-2020
RLF Project	\$59,279.95	\$24,480.10	\$65,245.49	\$18,514.56
RLF Admin	\$15,646.68	\$4,652.23	\$3,501.83	\$16,797.08
<b>TOTAL</b>	<b>\$74,926.63</b>	<b>\$29,132.33</b>	<b>\$68,747.32</b>	<b>\$35,311.64</b>

Summary of 2020 Receipts	
Bank Account Interest	\$29.56
Rental Payments/Loan Payments	\$0.00
Payoffs	\$29,102.77
Miscellaneous (recording fee deposit)	\$0.00
<b>TOTAL RECEIPTS</b>	<b>\$29,132.33</b>

**Balance On Hand 12-31-2020**

RLF Project Funds	\$18,514.56
RLF Admin Funds	\$16,797.08
<b>TOTAL FUNDS ON HAND 12-31-2020</b>	<b>\$35,311.64</b>

**In 2020 there were 2 loans closed:**

HO#190 for \$49,155.49 - work is completed.

This is a Low Income (LI), Handicap, Elderly household

HO#189 for \$6,535.00 - work is not completed.

This is a Very Low Income (VLI), Handicap, Elderly, Female Head of Household (FHOH)

At this time there is approximately \$11,979.56 available for another project.

**Green Lake County  
12/31/2021**

Account Name	Balance on Hand 12/31/20	2021 Receipts	2021 Payments	Balance 12-31-2021
RLF Project	\$18,514.56	\$23,084.60	\$6,206.00	\$35,393.16
RLF Admin	\$16,797.08	\$4,728.13	\$7,831.62	\$13,693.59
<b>TOTAL</b>	<b>\$35,311.64</b>	<b>\$27,812.73</b>	<b>\$14,037.62</b>	<b>\$49,086.75</b>

Summary of 2021 Receipts	
Bank Account Interest	\$23.89
Rental Payments/Loan Payments	\$0.00
Payoffs	\$27,788.84
Miscellaneous (recording fee deposit)	\$0.00
<b>TOTAL RECEIPTS</b>	<b>\$27,812.73</b>

**Balance On Hand 12-31-2021**

RLF Project Funds	\$35,393.16
RLF Admin Funds	\$13,693.59
<b>TOTAL FUNDS ON HAND 12-31-2021</b>	<b>\$49,086.75</b>

**Green Lake County  
12/31/2022**

Account Name	Balance on Hand 12/31/21	2022 Receipts	2022 Payments	Balance 12-31-2022
RLF Project	\$35,393.16	\$19,384.40	\$1,460.00	\$53,317.56
RLF Admin	\$13,693.59	\$3,970.30	\$1,989.45	\$15,674.44
<b>TOTAL</b>	<b>\$49,086.75</b>	<b>\$23,354.70</b>	<b>\$3,449.45</b>	<b>\$68,992.00</b>

Summary of 2022 Receipts	
Bank Account Interest	\$30.90
Rental Payments/Loan Payments	\$0.00
Payoffs	\$23,323.80
Miscellaneous (recording fee deposit)	\$0.00
<b>TOTAL RECEIPTS</b>	<b>\$23,354.70</b>

Balance On Hand 12-31-2022	
RLF Project Funds	\$53,317.56
RLF Admin Funds	\$15,674.44
<b>TOTAL FUNDS ON HAND 12-31-2022</b>	<b>\$68,992.00</b>

## **Executive Summary of Rural Listening Sessions**

### **Overview**

The Wisconsin Economic Development Corporation (WEDC) has included rural markets as a focus market within the agency's strategic planning process. This focus works to address the persistence of inequality that was clearly identified as a shaping force in Wisconsin's economic landscape. WEDC has made substantial progress in recognizing and supporting the needs of small rural communities through the creation of the Office of Rural Prosperity (ORP). This initiative will develop a set of recommendations to further improve the ability to understand the needs of rural communities and ensure programs and resources are deployed to meet those needs. To shape these recommendations ORP coordinated seven rural listening sessions from June 2023 – July 2023. This document shares an overview of those listening sessions.

### **Listening Session Key Findings**

These key takeaways reflect the challenges faced by small businesses and communities in using WEDC programs and their expectations and recommendations for how WEDC can better support rural development in Wisconsin. The 84 participants highlighted the need for user-friendly resources, programs tailored to rural communities, support to enhance local and regional collaboration, and greater investment in local needs to effectively promote rural economic growth and development.

#### **Category 1: What is preventing the use of WEDC programs?**

- Lack of funding for visioning and strategic planning for Tribes and small communities. Under resourced rural communities do not always have a forward-looking vision of who they want to be as a community and what actionable steps or projects can help them move towards that vision.
- Excessive costs associated with feasibility and pre-development planning create barriers for small communities to engage with WEDC programs.
- Information overload and staff capacity constraints limit the exploration of WEDC's offerings, as most rural communities only have a part-time or volunteer staff and limited or no economic development staff.
- Difficulty in finding relevant information about WEDC programs with a user-friendly, step-by-step overview of the application and reporting process prevents communities from applying. Providing these guidelines with examples of how the grant has been used before can help communities identify opportunities for the programs.
- Misalignment between state programs and needs in rural areas. Grant sizes, match requirements and emphasis on projects within a downtown corridor often unintentionally exclude rural communities from applying to programs. The programs that exist may also not align with critical needs like rural housing, childcare, and workforce attraction.

#### **Category 2: Current Needs without Adequate Programs?**

- Gaps included programs that support small businesses, childcare, workforce development, housing, and renewable energy in rural communities.
- Support for immigration, modernization, and automation in industries.

- Local demand from economic development organizations for agricultural and rural business succession planning and tech job creation.
- More programming to support rural culture, creative economy and placemaking, like the Vibrant Spaces grant, is needed. Placemaking is invaluable to rural communities to help draw tourism, workforce, entrepreneurship, and residency.
- Broadband remains a priority for many rural municipalities. They do not have dollars to incentivize ISPs (Internet Service Providers) to expand coverage in their communities.
- Tourism is hugely important in many rural regions. There is a need for seasonal housing to support and sustain tourism growth and investments in entrepreneurship to create entertainment and shopping opportunities for tourists.
- With increased immigration in rural counties, there is a need for promoting inclusive and welcoming communities.

### **Category 3: Effective State Support for Rural Communities?**

- Emphasize and provide funding for grassroots economic development.
- Provide clear, step by step guides for program applications and reporting processes.
- WEDC's Regional Economic Development Directors were recognized as valuable resources and conduits throughout rural communities. Continue in person meetings, provide virtual or 'on demand' training, and foster ongoing face-to-face interaction, like the rural listening sessions, to network and build rapport regionally.
- Develop programs that address the unique challenges of rural communities, including housing, transportation, workforce, and childcare.
- Elevate the Office of Rural Prosperity to expand its focus on rural development.
- Focus on promoting rural communities to attract a workforce and support tax base growth.

### **Category 4: What should WEDC's Role in Supporting Rural Development be?**

- Obtaining matching funds for grants at the state and federal level is often an immediate closed door for rural projects.
- Collaborating with other state agencies and focusing on building regional capacity to enhance rural economies will help rural development.
- Investing in small business development and rural entrepreneurship support. Small businesses were emphasized as critical to building rural economies, especially in tourist areas. Regional training resources and programs do not always reach small rural communities.
- Supporting visioning and strategic planning for rural communities.

### **Next Steps**

This information will be used to form recommendations to take to WEDC leadership that will inform agency processes, programs design, and shape strategic investment decisions. ORP staff will also work to curate additional trainings and resources that address the priorities shared by rural communities during these sessions.

## Mary Neubauer

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**From:** Melissa Hughes <missy.hughes@wedc.org>  
**Sent:** Friday, August 11, 2023 11:01 AM  
**To:** Mary Neubauer  
**Subject:** New WEDC help for Main Street Bounceback businesses

To view this email as a web page, go [here](#).



Dear Business Owner:

At the Wisconsin Economic Development Corporation (WEDC), we know the success of local businesses is critical to Wisconsin's future. That's why in 2021 and 2022, WEDC provided \$10,000 Main Street Bounceback grants to your business and nearly 9,500 others—to help you cover the costs of moving into new or bigger spaces and to help our communities thrive.

Now that you've made the big move and are all settled in, we want to continue to make sure your business succeeds. So, to help you navigate the challenges you face every day and take those important "next steps," **WEDC will be offering free training and technical assistance to you starting this fall.**

WEDC is partnering with the Wisconsin Small Business Development Center Network to offer these programs beginning in September. These kinds of services and resources typically cost hundreds or thousands of dollars for businesses to access, but they will be available at no cost to you because you received one of our state's Main Street Bounceback grants. **The training and technical assistance opportunities available to you include:**

- One-on-One Small Business Consulting/Mentorship
  - Experienced business consultants will be available statewide, in-person and virtually.
  - Professional guidance will be offered in areas including financing, sales/marketing, operations, and more.
  - Consulting services are also available in Spanish.

- SBDC's regional expertise helps business owners navigate specific markets and network with other trusted partners in their area.
- Digital Marketing Clinics
- Rural Small Business Clinics
- More than 60 live training events and programs focused on leadership, communication, sales, marketing, financial planning, and more.
- Entrepreneurial how-to videos, including 10 new videos developed specifically for this program, with programs available in English, Spanish, and Hmong.

To get a sneak peek of these services, check out the [Small Business Development Center's website](#). **You can start registering for the programs beginning Sept. 5.**

Again, we're so proud of our Main Street Bounceback businesses, and we're so glad we have this chance to help you grow. If you have questions or concerns about technical assistance and training programs, please feel free to reach out to Dylan Brown at [dylan.brown@business.wisconsin.edu](mailto:dylan.brown@business.wisconsin.edu).

Thanks for all you do to make Wisconsin great!

Missy Hughes  
Secretary and CEO  
Wisconsin Economic Development Corp.

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This email was sent to: [mneubauer@cityofprincetonwi.com](mailto:mneubauer@cityofprincetonwi.com)

This email was sent by: Wisconsin Economic Development Corporation  
201 West Washington Avenue, Madison, WI, 53703 US

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