

ECONOMIC DEVELOPMENT CORPORATION
August 3, 2017

The meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Scott Sommers at 8:30 AM on Thursday, August 3, 2017, Green Lake County Government Center, Conference Room, 571 County Road A, Green Lake, WI. The requirements of the open meeting laws were certified as being met. The Pledge of Allegiance was recited.

Present: Liz Otto Scott Sommers
 Harley Reabe Phil Baranowski
 Lindsey Kemnitz David Abendroth
 Liane Walsh Mary Lou Neubauer

Absent: Roger Field

Also present: Bill Wheeler, Jason Mansmith, Beth Pelland, Tony Daley (8:40)

APPROVAL OF AGENDA

Motion/second (Abendroth/Baranowski) to approve the amended agenda. All ayes. Motion carried. Item #8 – 2018 Budget will be moved to follow Item #11 – Discussion and possible action regarding continuation of Green Lake Country Visitors Bureau (GLCVB) support.

MINUTES

Motion/second (Baranowski/Walsh) to approve the minutes of June 15, 2017. All ayes. Motion carried.

CORRESPONDENCE – none

PUBLIC COMMENT (3 minute limit) – none

RESOLUTIONS - None

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Jason Mansmith explained the social media marketing approach. GLCVB has contracted with Treehouse Marketing for 1 year at a cost of \$10,000 to manage the Facebook, Twitter, and Instagram accounts. They provide daily updates that must include all 5 cities that are members of the organization. Comparisons were presented between 2016 and 2017 results. 2017 has shown a significant increase in engaged users over 2016.

DISCUSSION AND POSSIBLE ACTION REGARDING CONTINUATION OF GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) SUPPORT

Discussion held. Harley Reabe asked if Fond du Lac County contributes to the organization since Ripon is a member and Mansmith stated they do not. Committee discussed the merits of the organization and the importance of promoting tourism in this area.

2018 BUDGET

Secretary/Treasurer Liz Otto presented the proposed 2018 budget. *Motion/second (Baranowski/Reabe)* to approve the proposed budget as presented with the continuation of the \$10,000 in support for GLCVB. All ayes. Motion carried. Discussion held. *Motion/second (Neubauer/Abendroth)* to continue to provide an additional \$2500.00 in financial support to GLCVB to advertise and promote the outlying areas of Green Lake County. Those funds will be taken out of the Economic Development checking account for 2018 with no tax levy required. All ayes. Motion carried.

TREASURER'S REPORT

County Clerk Liz Otto gave an update on EDC checking account. The current balance as of July 31, 2017 is \$12,499.58. Monthly interest is currently at approximately .53/month.

County Clerk Liz Otto reported that as of July 31, 2017 the housing grant checking account has a balance of \$93,246.27. Current interest is approximately \$4.00 per month.

Motion/second (Neubauer/Abendroth) to accept the treasurer's report. All ayes. Motion carried.

TREDC REPORT

TREDC Director Bill Wheeler discussed the current business climate in the tri-county area. Discussion held on the issues of workforce and housing availability. The TREDC summit will be held in late October in Waushara County. A recommendation was made by Phil Baranowski and approved by the committee to pay for EDC member registrations out of the checking account.

Next regular meeting: TREDC Summit in October (TBD)

Future Agenda Items for action & discussion:

ADJOURNMENT

Motion/second (Abendroth/Reabe) to adjourn at 9:40 AM. Motion carried.

Submitted by

Liz Otto, Secretary