

ECONOMIC DEVELOPMENT CORPORATION
June 7, 2013

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Phil Baranowski, at 8:30 AM on Friday, June 7, 2013, Green Lake County Government Center, Conference Room, 571 County Board A, Green Lake, WI. The requirements of the open meeting laws were certified as being met.

Present: Roger Field Phil Baranowski Marge Bostelmann
 Harley Reabe Mary Lou Neubauer Dave Abendroth
 Scott Sommers

Absent: Ken Werth

Also present: Jacklyn Ewerdt Amy Moore, Fran Hill, Jason Kauffeld, Loni Meiborg, Russ Kuehn, Jake Jodarski, Dave Eiler, Clyde Olson, Make Starshak and Tony Daley.

The Pledge of Allegiance was recited.

APPROVAL OF AGENDA

Motion/second (Abendroth/Baranowski) to approve the agenda. Motion carried.

MINUTES

Motion/second (Baranowski/Reabe) to accept the minutes of May 17, 2013. Motion carried.

CORRESPONDENCE – None

PUBLIC COMMENT – None

DISCUSSION WITH TOWN SQUARE MAP AND WRAP PROJECT BY VILLAGE PROFILER

Fran Hill explained that Town Square is an economic development initiative. She explained the current Town Square programing. She also stated that they will soon be opening a business incubator. The will have seven offices available. She stated UW Fond du Lac will have an express degree program starting in the fall.

Jacklyn Ewerdt explained that Green Lake Country Visitors Bureau is no longer interested in the Map and Wrap so the Town Square will be taking on this project. This will be a two year publication of 40,000 pieces, 20,000 each year.

Field asked how this went from GLCVB to Town Square. Loni explained that she was on the marketing committee at the time the decision was made to stop production until they know what to do as they moved forward. Moore stated that GLCVB has agreed to move forward with another publishing company that will have a magazine and map. Loni explained that although the information may be duplicated the target audience is different.

Fran invited the EDC to have a meeting there.

GREEN LAKE COUNTRY VISITORS BUREAU – AMY MOORE

Amy Moore presented information on the GLCVB. She explained the trade shows they attend, radio, online, printing, bus tours and marketing that they are involved with.

- Status Report – reports explaining visitor spending, promotional piece distribution and impact on the GLCVB activities was presented and explained.
- Discussion of Possible support by the EDC – Field explained that the tourism industry is very important in Green Lake County and funding is important. Discussion on how the County can support tourism. The GLCVB budget was requested

Motion/second (Neubauer/Baranowski) that at an upcoming meeting the EDC look at funding options and moving forward with looking at ways to support GLCVB. Motion carried.

CITY OF BERLIN ECONOMIC DEVELOPMENT CORPORATION

Neubauer introduced Jake Jodarski and Russ Kuehn from the BCDC. Jodarski gave a brief history of the Berlin Development Corporation. He explained the revolving loan fund they oversee and the amount of loans out and current balance for investment. Kuehn stated the need for entities to be cohesive. He can see how the GLCEDC is a spearhead for pulling things together in the County. Neubauer explained that the BCDC has touched every industry in Berlin. She gave each member a “Build up Berlin” a book of residential, commercial & industrial guide with financial assistance program. Discussion held.

REPORT ON TRI-COUNTY ECONOMIC DEVELOPMENT CORPORATION – No report.

TREASURER’S REPORT

Account Balances as of May 31, 2013

EDC account: \$13,998.32

Housing RLF: \$31,498.03

Motion/second (Abendroth/Sommers) to accept the Treasurer’s Report. Motion carried.

UWEX AGENT REPORT

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The Green Lake County Fair is August 1st to 4th. About 14,000 visitors providing \$500,000 to \$600,000 in spending.

March ICC training in Green Lake on financial literacy resulted in 2 local school districts exploring adding this subject to their curriculum and Town Square hosting financial literacy summer camps for 8 to 14 year olds.

Jason will facilitate the Princeton EDC visioning sessions.

Jason has been asked to provide support and education for the Princeton Development’s \$1.7 million capital campaign to expand the Library.

Green Lake Area Chamber organization development – Jason asked to provide support and education.

Probation continues to send inmates to Jason for counseling and business start up advice.

Tri County Leadership Initiative set to begin September 29th. Please help recruit! Jason is asking if the EDC would sponsor one of the six days of the class for \$500.

Starshak suggest that UWEX get the communities more involved in the Fair and be a unifying source in the County. He noted that the Zobel Park disc golf is rated one of the prime courses in the nation.

VOUCHERS – None

COMMITTEE DISCUSSION

Abendroth questioned the resale shop proposed by the County. Field explained that the decision is with the county Board members and suggests he talk with one of them. Bostelmann suggested he talk with LeRoy dising to get the facts about the proposal.

Future Meeting Dates: July 19th at 8:30 and August 2nd at 8:30.

Future Agenda Items for action & discussion: July Support for GLCVB , how much to give to TCLI and 2014 Budget. The Princeton EDC will be invited to the August meeting.

ADJOURNMENT

Motion/second (Sommers/Reabe) to adjourn at 10:05 am. Motion carried.

Submitted by

Marge Bostelmann
Secretary