



**GREEN LAKE COUNTY**  
*571 County Road A, Green Lake, WI 54941*

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**Original Post Date: 08/12/19**

**Amended\* Post Date:**

**The following documents are included in the packet for the  
Economic Development Corporation on August 16, 2019:**

- 1) Agenda
- 2) Minutes from 07/26/19
- 3) GLCVB Advertising Report



**GREEN LAKE COUNTY  
ECONOMIC DEVELOPMENT CORPORATION**

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

**August 16, 2019**

**8:30AM**

**Green Lake County Government Center  
Conference Room #1106  
571 County Road A, Green Lake, WI 54941**

**AGENDA**

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Minutes – 07/26/2019
5. Appearances: Jan Griedl- Business Development Specialist
6. Public Comment (3 min limit)
7. EDC Appointment Update
8. GLCVB Advertising Report
9. Treasurer's Report
  - Interest Rates at Area Banks
10. Annual Meeting Date
11. Summit Ideas
12. 2020 Budget Request from GLCVB
13. TREDC Report
  - RLF and Loan File Update
14. Committee Discussion
  - Future Meeting Date & Agenda items:
15. 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.

**ECONOMIC DEVELOPMENT CORPORATION**  
**July 26, 2019**

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Chair Lindsey Kemnitz at 8:30 AM on Friday, July 26, 2019 at Green Lake County Government Center, HHS 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	Mary Lou Neubauer	Liz Otto	Bob Gintoft
	Harley Reabe	Lindsey Kemnitz	Scott Mundro (8:40)
	Scott Sommers	Ron Thiem	

Also present: Cathy Schmit, County Administrator (8:55); Tony Daley, Berlin Journal; Carrie Solis, Marquette County Economic Development Coordinator; Beau Gellings, MPTC Economic and Workforce Development Business Representative

**MINUTES**

*Motion/second (Reabe/Sommers)* to approve the minutes from the June 20, 2019 meeting with no corrections or additions. Motion carried with no negative vote.

**CORRESPONDENCE** – none

**PUBLIC COMMENT** (3 minute limit) – none

**EDC APPOINTMENT UPDATE**

Chair Kemnitz introduced new board member Ron Thiem.

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

No new updates available at this time.

**TREASURER’S REPORT**

County Clerk Liz Otto gave an update on the EDC checking account. The current balance as of June 30, 2019 is \$7,359.22. The housing grant checking account has a balance of \$95,703.14 as of June 30, 2019. Otto stated that she is waiting for a response from Horicon Bank on higher interest options for the housing grant checking account.

*Motion/second (Neubauer/Reabe)* to accept the treasurer’s report. All ayes. Motion carried.

**LISTING OF AVAILABLE PROPERTIES**

Chair Kemnitz stated that available business properties used to be posted on the TREDc website but that is currently unavailable. She gave several options for websites including Locate in Wisconsin which advertises properties at no charge. Kemnitz has a login for the site and would be willing to help out or post properties if desired.

**BUSINESS ASSISTANCE CONTACTS**

Chair Kemnitz invited Beau Gellings, Economic and Workforce Development Business Representative at Moraine Park Technical College, to present information regarding training programs available through

MPTC. Gellings stated that he can help area businesses provide training for employees at little or no cost due to grant funding.

**FUNDING ASSISTANCE**

Chair Kemnitz handed out information on KIVA loans which are available to small businesses via an online application. The loans are 0% interest with no fees. Kemnitz is hoping to have ADVOCAP at the next meeting to provide information on loans they have available.

**ACTIVITIES FOR THE YEAR**

Discussion held on a possible summit and speakers for this year. This will be put on the next agenda.

**COUNTY BOARD PROPOSAL FOR 2020 BUDGET**

Discussion held on the \$10,000 contribution from the EDC to Green Lake Country Visitors Bureau. Scott Mundro will provide a request and information for the 2020 budget at the next meeting.

**TREDC REPORT**

- RLF and Loan File Update

Mary Lou Neubauer handed out the current financial reports as of July 10. Six Green Lake County businesses currently have active loans. Site visits are being scheduled.

**COMMITTEE DISCUSSION**

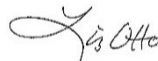
**Next regular meeting:** August 16, 2019 @ 8:30 AM

**Future Agenda Items for action & discussion:** annual meeting, summit ideas, 2020 budget request from GLCVB, ADVOCAP funding

**ADJOURNMENT**

**Motion/second (Neubauer/Sommers)** to adjourn at 9:35 AM. Motion carried with no negative vote.

Submitted by



Liz Otto  
County Clerk

GREEN LAKE

Country

July 2019

Social Media Metrics Report

Created by Whitney Meza



## Green Lake Country Visitors Bureau Facebook Page

<https://www.facebook.com/greenlakecountryvisitorsbureau/>

Total likes for the Facebook Page: **2,005** (increase of 12 new, June total: 2,005)

**Page Views:** *the number of times the Page's profile has been viewed by logged in and logged out people*

341 Views (increase of 83% from last month's 182 views)

**Page Likes:** *the number of new people who have liked the Page*

44 New Likes (increase of 120% from last month of 17 likes)

**Post Reach:** *the number of people who had any posts from the Page enter their screen*

6605 Total Reach (increase of 126% from last month of 2,693 total reach)

**Post Engagement:** *the number of times people have engaged with the Page's posts through likes, comments, shares and more*

1,813 Post Engagement (increase of 49% from last month of 1,085 total engagement)

**Videos:** *the number of times the Page's videos have been viewed for more than three seconds*

2,498 Minutes Viewed (increase of 130% from last month), 2,000 3-second video views

### Top 5 Facebook Posts:

1. (7/8) Ripon Giveaway Video Boomerang (5,097 total organic + paid reach)
2. (7/2) Green Lake Mill Pond Grand Opening Live Video (879 total reach)
3. (7/29) Reshare of Ripon Chamber - American Pickers Poster (855 total reach)
4. (7/20) Manchester Bull Riding Event Photo (844 total reach)
5. (7/21) Mekan River Outfitters - Kayak Photo (820 total reach)

### Highlights/Notes:

This month's mystery giveaway from Ripon has gotten some great traction as far as organic engagement, with the mix of tagging friends, sending emojis and gifs to help break through the Facebook algorithm. When taking a look back a year ago, we are averaging about the same in new Page likes, but our page views have doubled. Reach is very similar to July of last year, but the videos have tripled in minutes viewed. Continue to repost Instagram Stories to the GLCVB Facebook Page as well.



July 2019  
Social Media Metrics Report  
Created by Whitney Meza



## Green Lake Country Visitors Bureau Instagram Page

[https://www.instagram.com/green\\_lake\\_country](https://www.instagram.com/green_lake_country)

Total followers for the Instagram Page: **1,205** (increase of 32 new, June total: 1,173)

**Account Reach:** *the number of unique accounts that have seen any of the Page's posts*

Total Post Reach: 3,642 accounts (last month's reach was 1,650)

**Profile Visits:** *the number of times the Page's profile was viewed*

42 Profile Visits (last month's profile visits were 42)

**Impressions:** *the total number of times all Page's posts have been seen*

Total Post Impressions: 5,060 (last month's impressions: 7,809)

**Engagement:** *the total number of times people have engaged with the Page's Posts through likes and comments*

370 Total Interactions (last month's total interactions were 515)

### Top Instagram Posts:

1. (7/13) Downtown Ripon Main Street Sunset Photo (95 total likes)
2. (7/22) Sunset over Little Green in Markesan (78 total likes)
3. (7/2) Mill Pond Terrace Grand Opening in Green Lake (66 likes)
4. (7/30) Reshare of @emjohnny\_johnson's daisy photograph (56 likes)

### Top Instagram Stories:

1. Reminder for last days to enter Ripon Giveaway (218 impressions)
2. Have you entered Ripon Giveaway (160 impressions)
3. Reshare of Green Lake Conservancy Camp Giveaway (195 impressions)

### Highlights/Notes:

When taking a closer look at the Instagram page compared to this time last year, the profile visits are down, but we have at least tripled the accounts reached and doubled the amount of impressions for the month. Averaging just a bit more (20+) far as the amount of engagement each post receives in "likes" but sharing user-generated content helps create the sense of personality to the account. So finding those generic Wisconsin hashtags, locations and engaging personally with those followers help to grow the Page more organically.

# GREEN LAKE

RELAX RETREAT REPEAT

July 2019  
Social Media Metrics Report  
Created by Whitney Meza



## Green Lake Country Visitors Bureau Twitter Page

<https://twitter.com/GreenLakeCVB>

Total followers for the Twitter Page: **347** (increase of 1, June total: 346)

**Profile Visits:** *the number of times the Page's profile was viewed*

49 Profile Visits, last month's profile visits were 21

**Tweet Impressions:** *the total number of times all Page's posts have been seen*

591 Total Impressions, last month's total impressions were 336

### Top Posts on Twitter:

(7/11) Want to win our mystery giveaway with @riponwi... (247 impressions)

(7/30) Green Lake County fair starts Thursday August 1st.... (129 impressions)

### Highlights/Notes:

Total of 3 tweets posted for the month.

This month's tweets earned an average of 19 impressions per day, vs. 11 in June.

Total monthly: 0 link clicks, 4 retweets, 0 reply, and 4 likes.



## Green Lake Country Visitors Bureau YouTube Page

[https://www.youtube.com/channel/UCdr3X3tRxmrA\\_5qMaB7mhSg/feed](https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg/feed)

Total subscribers for the YouTube Page: **11** (0 new increase, June total: 11)

### Highlights/Notes:

469 minutes of watch time for the month, averaging about 2:52 each video.

163 views for the month, with Discover Wisconsin (Segment 1) being the top video at 213 minutes total. 48% of views show up from youtube search, and 35% were YouTube search. 61 unique viewers and over 987 impressions. The Film Submissions Campaign was launched to help build user generated content for this social media platform. As of now there are still no submissions.