



# ***GREEN LAKE COUNTY***

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

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**Original Post Date: 07/09/2020**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corporation on July 17, 2020:**

- 1) Agenda
- 2) Minutes from 02/14/2020
- 3) Business Response Plan



**GREEN LAKE COUNTY  
ECONOMIC DEVELOPMENT CORPORATION**

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

**July 17, 2020**

**8:30AM**

**Green Lake County Government Center  
UW-Extension Training Room  
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 – 02/14/2020
5. EDC Appointment Update
6. Available Properties Resource
7. Business Resource Page
8. Room Tax Update
9. GLCVB Funds Request
10. Future of GLEDC
11. 2021 Budget
12. County Website Event Postings
13. Discussion on Economic Development Priorities
14. GLCVB Advertising Report
15. GLCVB Long Range Plan
16. Treasurer's Report
17. TREDC Report
  - RLF and Loan File Update
18. Committee Discussion
  - Future Meeting Date & Agenda items:
19. 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.

\*Due to the COVID-19 pandemic, this meeting will be conducted and available through in person attendance (6 ft. social distancing required) or audio/visual communication. Remote access can be obtained through the following link:

\*Topic: Economic Development Corp

\*Time: Jul 17, 2020 08:30 AM Central Time (US and Canada)

\*Join Zoom Meeting

<https://zoom.us/j/94823039745?pwd=R0NxWjJBaENvdjB5MElJcHEzdm05Zz09>

\*Meeting ID: 948 2303 9745

\*Password: 451232

\*Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

**ECONOMIC DEVELOPMENT CORPORATION**  
**February 14, 2020**

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, February 14, 2020 at Green Lake County Government Center, County Board Committee Room, 571 County Road A, Green Lake, WI. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present: Mary Lou Neubauer Harley Reabe  
Lindsey Kemnitz Ron Thiem  
Scott Sommers

Absent: Bob Gintoft  
Liz Otto

Also Present: Carrie Solis, Marquette County Economic Development Coordinator; Tony Daley, Berlin Journal; Nan Hanson, Acting Secretary.

**MINUTES**

*Motion/second (Reabe/Neubauer)* to approve the minutes of the January 17, 2020 meeting with no corrections or additions. Motion carried with no negative vote.

**PUBLIC COMMENT** (3 minute limit)

None

**EDC APPOINTMENT UPDATE**

Chair Kemnitz stated she has one person interested, however has not been able to confirm as of yet.

**BUSINESS BOOTCAMP**

Chair Kemnitz stated she has been in conversation with three possible speakers, however, nothing has been confirmed as of yet. Chair Kemnitz will have the speakers finalized along with a possible flyer for review and approval by the committee at the next meeting.

**BUSINESS RESOURCE PAGE**

Chair Kemnitz stated communication has been with ADVOCAP and MPTC, nothing has been finalized as of yet.

**COUNTY WEBSITE EVENT POSTINGS**

The Counties IT department has approved postings be made to the County web-site that the County Clerk deems news worthy.

**DISCUSSION ON ECONOMIC DEVELOPMENT PRIORITIES**

Chair Kemnitz continued the discussion from last month of the direction and focus of the committee. Chair Kemnitz highlighted 3 areas from the Green Lake County Comprehensive Plan as possible focus points for the committee. Discussion held.

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

The report included in this month's packet was reviewed.

**GLCVB LONG RANGE PLAN**

Chair Kemnitz stated GLCVB committee will be meeting next week to discuss the recent Room Tax meeting that was held with area Lodging owners.

**TREASURER’S REPORT**

Nan Hanson, acting secretary, stated that there is currently a balance of \$62,114.72 in the housing grant checking account and \$6,894.35 in the EDC checking account. *Motion/second (Sommers/Neubauer)* to accept the treasurer’s report. Motion carried with no negative vote.

**TREDCE REPORT**

- RLF and Loan File Update

Mary Lou Neubauer handed out the revolving loan fund summary as of 2/7/2020. Discussion held.

**COMMITTEE DISCUSSION**

**Next regular meeting:** March 27, 2020 at 8:30 AM

**Future Agenda Items for action & discussion:** EDC appointment update, Business Bootcamp, Business Resource Page, County website event postings, Economic Development priorities

**ADJOURNMENT**

*Motion/second (Thiem/Sommers)* to adjourn. Motion carried with no negative vote. Chair Kemnitz adjourned the meeting at 9:53 AM.

Submitted by

Nan Hanson  
Deputy County Clerk

DRAFT

**Business Idea refinement** (Assist finalizing business products and concepts):

ADVOCAP, MPTC, SBDC, UWEX

**Organizational structures** (educate and assist in formation of the organization):

Nonprofit structure – SCORE, UWEX

Cooperative structure – USDA RD, UWEX

For profit structure –SBDC, SCORE

**Business Plan** (Provide examples to educate and review proposed plans):

ADVOCAP, MPTC, SBDC, SCORE

**Market research** (assist in determining the vitality of the business in the area):

Municipalities, SBDC, UWEX

**Employee and operational training courses** (Provide technical support and educate on regulations for employees):

ADVOCAP, MPTC, SBDC, SCORE, UWEX, WWBIC

**One-on-one technical services for specific operational questions** (One example how to increase workforce for their company and provide ideas and suggestions):

ADVOCAP, MPTC, SBDC, SCORE, UWEX

**Location availability** (Identify properties that fits the needs for the business):

Municipalities, WCEDC

**Finance package assemblage** (Discuss how grants, loans, and capital can be bundled together to finance the project):

ADVOCAP, SBDC, SCORE

**Financing** (Entities working with business on providing financing of the project):

ADVOCAP, Municipalities, USDA RD, WEDC, WWBIC

**Advocate for the business when dealing with financiers and regulators** (Support the project to assist in making the project successful):

ADVOCAP, WWBIC

**Business appreciation visit and communication** (Direct visits on site with business asking about the vitality of their business and other types of communication such as quarterly meetings or emails):

ADVOCAP(assist in visits), Municipalities, UWEX (assist in visits), WACC, GLCEDC

**Follow-up on potential business changes** (Outreach to the business when there might be good or bad changes occurring at the business):

ADVOCAP (assist in visits), Municipalities, UWEX (assist in visits), GLCEDC

**Recruiting business** (Reaching out to entrepreneurs or existing businesses to relocate to the area):

Municipalities, NEW North (Northeastern Wisconsin), GLCEDC, WEDC (Wisconsin)

**Including Green Lake County in state and regional economic development conversations** (Local representatives have regular meetings with state or regional ED leaders to express the needs for the area):

ADVOCAP, Municipalities, UWEX, GLCEDC

**Housing** (Discuss with employers the needs of housing for workforce recruitment and assist in the conversations with developers):

ADVOCAP, Municipalities, GLCEDC

### **Banks and Lenders in the Community**

Community banks and lenders are the primary source for business financing.

- Assist in assembling a financial package from various sources
- Provide financing primarily in the form a loan

### **ADVOCAP, Inc**

Business Development Specialists provide technical assistance to help participants start or expand a business. Technical assistance can include, but is not limited to the following:

- Business plan development
- Marketing plan development and implementation
- SBA\* & USDA micro-loan application assistance (Loans provided through ADVOCAP)  
\*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.
- Locating other financial resources
- Managerial evaluation
- Referral services
- Loan preparation
- Employment recruitment assistance
- Completing applications required by various state and federal agencies for identification numbers, sellers' permits, and various tax forms

[www.advocap.org](http://www.advocap.org)

**MPTC-** Moraine Park Technical College partners with businesses to understand their needs and recommend the right performance-minded solution to deliver measurable improvement. Customized training can be offered on-site at the business location or at Moraine Park Technical College, on a schedule that meets the needs of your business.

Moraine Park helps you link learning to organizational performance.

- Needs Assessments to Identify and Align Solutions with your Goals
- Enterprise Alignment of Learning and Development Initiative
- Change Management Strategies to help you Activate New Initiatives
- Targeted, Flexible, Customized Learning Solutions
- Technical Expertise Applied to Your Business

### **Municipalities**

The business assistance from municipalities in Green Lake County varies from one municipality to another. Municipalities have the opportunity to work together through membership in the GLCEDC. Typically a municipality will work with businesses and entrepreneurs located or interested in their municipality.

- Provide financing primarily in the form a loan, grant, or infrastructure often financed through Tax Incremental Financing , developers agreement or similar program
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the municipality
- Ensuring the Green Lake County, especially their municipality, is included in regional and state economic development discussions and activities
- Assist in research for the demand in the municipality or county
- Provide available locations within the municipality or county for business to relocate or expand
- Determine the needs for housing in the municipality or county, which typically is due to workforce shortage

Cities and villages:

Berlin: <https://cityofberlin.net/>

Green Lake: <https://cityofgreenlake.com/>

Markesan: <http://www.markesanwi.gov/>

Princeton: <https://www.cityofprincetonwi.com/>

### **SBDC – Small Business Development Center**

The Wisconsin Small Business Development Center network provides consulting, education, referrals, sophisticated tools and resources to help businesses evolve while delivering value to our stakeholders.

- Assists with business idea refine
- Business structure assistance
- Directions to develop a business plan
- Assists in research about the market for business
- Employee and operational training courses online
- Technical assistance for specific operational questions
- Assists in assembling a financial package from various sources

Oshkosh: <https://wisconsinsbdc.org/oshkosh>

Stevens Point: <https://wisconsinsbdc.org/stevenspoint>

### **SCORE – Service Corps Of Retired Executives**

SCORE is a network of volunteer expert business mentors dedicated to helping small businesses get off the ground, grow and achieve their goals.

- Business structure assistance
- Directions to develop a business plan
- Employee and operational training courses online
- Technical assistance for specific operational questions through a mentoring program
- Assists in assembling a financial package from various sources

<https://foxcities.score.org/>

**USDA RD** – United States Department of Agriculture Rural Development

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides instruction on cooperative startup and operation
- Provides gap financing through loans, grants, and loan guarantees

<https://www.rd.usda.gov/wi>

**WEDC** – Wisconsin Economic Development Corporation

USDA Rural Development helps improve the economy and quality of life in rural America through financial and technical assistance.

- Provides gap financing through loans, grants, and tax credits
- Recruitment of business to the state

<https://wedc.org/>

**NEW North**

NEW North is a regional marketing and economic development organization that fosters collaboration among private and public sector leaders throughout the 18 counties and Northeastern Wisconsin.

- Recruitment of business to the Northeastern Wisconsin

<https://www.thenewnorth.com/>

**UWEX** – University of Wisconsin-Madison Extension Green Lake County

The University of Wisconsin-Madison Extension Green Lake County brings the knowledge and resources of the University of Wisconsin to the people of Green Lake County.

- Assists with business idea refine
- Provides instruction on nonprofit or cooperative startup and operation
- Assists in research about the market in Green Lake County
- Employee and operational training courses in Green Lake County
- Technical Services for specific operational questions, particularly for nonprofits and agriculture
- Directions to financial resources
- Farm management
- Assist Municipalities and GLCEDC with business appreciation visits and communication
- Ensuring the Green Lake County is included in regional and state economic development discussions and activities

<https://waushara.extension.wisc.edu/>

**GLCEDC** – Green Lake County Economic Development Corporation

The Green Lake County Economic Development Corporation works in cooperation with other entities to foster and encourage economic development activities that result in job creation and retention, increase the tax base, and improve the quality of life for the citizens of Green Lake County.

- Provide a list of potential locations for a business
- Business appreciation visits and communication
- Inquire into potential business changes and assist them in addressing their needs to remain or expand in the county
- Recruitment of business to the county

- Ensuring the Green Lake County is included in regional and state economic development discussions and activities

**WWBIC – Wisconsin Women’s Business Initiative Corporation**

Wisconsin Women’s Business Initiative Corporation (WWBIC) assists individuals who are interested in starting, strengthening or expanding businesses. Services are open to anyone but their focus is on women, minorities and people of lower wealth – those most likely to face barriers in accessing financing or educational support.

- Employee and operational training courses online
- Provides gap financing primarily in the form a loan
- Advocate for the business with when dealing with financiers and regulators

<https://www.wwbic.com/>

Draft