



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 02/19/2021

Amended* Post Date:

The following documents are included in the packet for the economic Development Corporation meeting, February 25, 2021:

- 1) Amended Agenda
- 2) Minutes from 01/21/2021
- 3) Current Bylaws
- 4) 2016 Comprehensive Plan
- 5) Strategic Plan
- 6) 1/2021 GLCVB Social Media Metrics Report



**GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION**

Office: 920-294-4005

Fax: 920-294-4009

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

February 25, 2021

8:00 AM

**Green Lake County Government Center
County Board Room #902
571 County Road A, Green Lake, WI 54941**

Amended AGENDA*

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Approval of Minutes – 01/21/2021
5. Review of current Bylaws
6. Review and discussion of 2016 Comprehensive Plan
7. *Review and discussion of Strategic Plan
8. Goals & Objectives for Green Lake County Economic Development for 2021
9. GLCVB Advertising Report
10. Treasurer's Report
11. TREDC Report and Update
12. Committee Discussion
 - Future Meeting Date & Agenda items:
13. 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 Meeting
Time: Feb 25, 2021 08:00 AM Central Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/96887949876?pwd=TVRZdnd6Y1NWOG12cHhTTU5peTFtZz09>

Meeting ID: 968 8794 9876

Passcode: 339484

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 436 2866 US (New York)

Meeting ID: 968 8794 9876

ECONOMIC DEVELOPMENT CORPORATION

January 21, 2021

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Chair Lindsey Kemnitz at 8:00 AM on Thursday, January 21, 2021 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 Zoom due to the COVID-19 pandemic. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present: Mary Lou Neubauer Harley Reabe Shane Christopherson
Lindsey Kemnitz Scott Mundro (Zoom) Ron Thiem
Liz Otto, Secretary Scott Sommers

Absent: None

Also Present: Tony Daley, Berlin Journal (Zoom); Ray Radis, City of Green Lake Mayor

MINUTES

Motion/second (Neubauer/Sommers) to approve the minutes of the August 20, 2020 meeting with no corrections or additions. Motion carried with no negative vote.

APPOINTMENT OF BOARD MEMBERS

Discussion held on reappointment of Kemnitz, Neubauer, and Mundro for another term. All are interested.

Motion/second (Christopherson/Thiem) to reappoint all. Reabe stated this was previously done at the August meeting. No need for affirmation of the motion.

TREASURER'S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$35,311.64 in the housing grant checking account and \$4,396.78 in the EDC checking account as of 12/31/20. Discussion held on GLCVB contribution for 2021. Chair Kemnitz stated another invoice will be coming for the full amount. *Motion/second (Sommers/Christopherson)* to accept the treasurer's report. Motion carried with no negative vote.

ANNUAL REPORT FROM MSA REGARDING COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) LOANS

Chair Kemnitz summarized the annual report as presented by MSA. Mary Neubauer handed out the regional report for the 9 county consortium. Discussion held. *Motion/second (Mundro/Reabe)* to accept the reports. Motion carried with no negative vote.

REVIEW AND DISCUSSION OF CURRENT BYLAWS

Chair Kemnitz stated that the purpose of the EDC is outlined in the current bylaws. Each member should go over the bylaws for a discussion at the next meeting.

Liz Otto excused herself at 8:20

REVIEW AND DISCUSSION OF 2016 COMPREHENSIVE PLAN

Chair Kemnitz discussed the need to review the 2016 Comprehensive Plan. When available, each member is being asked to review the plan prior to the next meeting.

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Scott Mundro reviewed the Social Media Metrics report that was included in the meeting packet. Report covered the time-frame of January 2020 through December 2020.

TREASURER’S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$35,311.64 in the housing grant checking account and \$4,396.78 in the EDC checking account as of 12/31/20. *Motion/second (Sommers/Christophersen)* to accept the treasurer’s report. Motion carried with no negative vote.

TREDC REPORT

- RLF and Loan File Update

Mary Neubauer report that all funds were returned to the State in December 2020. Waushara/Marquette County is handling loan collection.

COMMITTEE DISCUSSION

Next regular meeting: Thursday, February 25, 2021 8:00am

Future Agenda Items for action & discussion: Bylaws, Comprehensive Plan, Strategic Plan and goals and objectives for 2021.

ADJOURNMENT

Motion/second (Thiem/Sommers) to adjourn at 9:03AM. Motion carried with no negative vote.

Submitted by

Liz Otto
Treasurer/County Clerk

Nan Hanson
Deputy County Clerk

ARTICLES OF INCORPORATION

ARTICLES OF INCORPORATION GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

ARTICLE I – NAME

The name of the corporation shall be Green Lake County Economic Development Corporation.

ARTICLE II – PERIOD OF EXISTENCE

The period of existence shall be perpetual.

ARTICLE III – PURPOSES

The purpose of this corporation shall be:

- a. To promote industrial and other economic development in Green Lake County, Wisconsin;
- b. To preserve and enhance the tax base of Green Lake County;
- c. To promote, attract, stimulate, rehabilitate and revitalize commerce, industry and manufacturing in Green Lake County, Wisconsin;
- d. To stimulate the flow of private investment funds from banks, investment houses, insurers and other financial institutions to Green Lake County, Wisconsin;
- e. To promote the right to gainful employment, business opportunities, and general welfare of the inhabitants of Green Lake County, Wisconsin, and to preserve and enhance the tax base in Green Lake County and the municipalities contained therein;
- f. To develop the natural resources of Green Lake County, Wisconsin;
- g. To foster and expand existing industries and commercial enterprises in Green Lake County, Wisconsin;
- h. To establish a civic and economic climate that will encourage and attract new industries;
- i. To do all things necessary to actively and aggressively participate in matters pertaining to the social, economic and industrial welfare of Green Lake County, Wisconsin;

- j. To engage in any lawful act or activity which may be necessary or appropriate for carrying out and accomplishing any of the foregoing objects or purposes.

ARTICLE IV – STATUS OF CORPORATION

This corporation is a non-stock, not-for-profit corporation and no dividends, liquidating dividends or distributions shall be declared or paid to any private individual or officer or director of the corporation. No part of the net earnings or net income of the corporation shall ever be distributed to any officer, director or private individual, provided however, reasonable compensation may be paid for services rendered to or for the corporation effecting one or more of its purpose.

ARTICLE V – MEMBERS

The corporation may have one or more classes of members. Qualifications, rights and methods of election and acceptance of members of each class shall be as provided from time to time in the Bylaws of the corporation.

ARTICLE VI – DIRECTORS

Section 1: The number of directors shall be such number not less than three as shall be fixed from time to time in the Bylaws.

Section 2: The manner of election or appointment of directors shall be as provided from time to time by the Bylaws.

Section 3: The number of directors constituting the initial board of directors shall be seven (7). The names and addresses of the initial directors are:

James E. Schommer, 491 Sacramento St., Berlin WI 54923

Philip Baranowski, PO Box 475, Green Lake WI 54941

Charles McDowell, Rt 2, Box 812, Bugh's Lake Rd, Wautoma WI 54982

Laurence W. Trotter, II, 678 River Bend Lane, Princeton WI 54968

Colon Wallace, 428 River Drive, Berlin WI 54923

David F. Zanto, 890 W. John St., Markesan WI 53946

William J. Zuhlke, 241 N. Bridge St., Markesan WI 53946

Section 4: Initially, directors Baranowski, McDowell and Trotter shall serve a one (1) year term, and directors Wallace, Zanto and Zuhlke shall serve a two (2) year term. After the initial terms, all directors shall serve two (2) year terms, with these terms beginning on May 1 of the

year in which appointed. The director representing the Green Lake County Board of Supervisors shall serve from the April organizational meeting of that body for a two (2) year term.

ARTICLE VII – OFFICERS

The officers of the corporation shall consist of the president, one or more vice presidents, secretary/treasurer; and such other officers as may be elected or appointed as provided in the Bylaws of the corporation.

ARTICLE VIII – INDEMNIFICATION OF DIRECTORS, OFFICERS, AGENTS, EMPLOYEES

The Bylaws shall provide for indemnification of directors, officers, students and employees of the corporation in a manner not inconsistent with the laws of the State of Wisconsin.

ARTICLE IX – PRINCIPAL OFFICE AND REGISTERED AGENT

The address of the principal office of the corporation is Office of the County Clerk, Courthouse, 492 Hill Street, Green Lake, Wisconsin 54941-3188, and the name of the registered agent at such address is Raymond F. Stoll.

ARTICLE X – NAME AND ADDRESS OF INCORPORATOR

Raymond F. Stoll, County Clerk, Courthouse, 492 Hill Street, Green Lake, Wisconsin 54941-3188.

ARTICLE XI – AMENDMENTS

These articles may be amended from time to time as provided by law.

ARTICLE XII – BYLAWS

The Bylaws of this corporation and all subsequent amendments thereto shall be approved by the Strategic Planning and Economic Development Committee of the Green Lake County Board of Supervisors.

Executed in triplicate this 21st day of March, 1990.

/s/ Raymond F. Stoll____(SEAL)
Raymond F. Stoll

Subscribed and sworn to before me
on this 21st day of March, 1990.

/s/ Julie Ann Sobraliski _____
Julie Ann Sobraliski, Notary Public
Green Lake County, State of Wisconsin
My commission expires March 28, 1993.

(SEAL)

This document was drafted by and should be returned to:

Raymond F. Stoll, County Clerk
Courthouse, 492 Hill Street
Green Lake, Wisconsin 54941-3188

BYLAWS

BYLAWS OF GREEN LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION PREAMBLE

The purposes of this corporation shall be:

- a. To promote industrial and other economic development in Green Lake County, Wisconsin;
- b. To preserve and enhance the tax base of Green Lake County;
- c. To promote, attract, stimulate, rehabilitate and revitalize commerce, industry and manufacturing in Green Lake County;
- d. To stimulate the flow of private investment funds from banks, investment houses, insurers and other financial institutions into Green Lake County;
- e. To promote the right to gainful employment, business opportunities and general welfare of the inhabitants of Green Lake County, and to preserve and enhance the tax base of Green Lake County and the municipalities contained therein;
- f. To promote the use of the natural resources of Green Lake County in a sustainable manner;
- g. To foster and expand existing industries and commercial enterprises in Green Lake County;
- h. To establish a civic and economic climate that will encourage and attract new industries;
- i. To do all things necessary to actively and aggressively participate in matters pertaining to the social, economic and industrial welfare of Green Lake County;
- j. To engage in any lawful act or activity which may be necessary or appropriate for carrying out and accomplishing any of the foregoing objects or purposes;
- k. To collaborate with neighboring counties through the Tri-county Economic Development Corporation (TREDC);
- l. Promote TREDC to County Board, communities, and businesses.

ARTICLE I – ORGANIZATION

Section 1 – Board of Directors:

The Board of Directors of the Green Lake County Economic Development Corporation (GLECDC) shall consist of up to nine members who shall be appointed by the Chairman of the County Board of Green Lake County, with the consent of the County Board. The County Clerk of Green Lake County shall be an ex officio member, and shall have voting privileges. No more than one active member of the County Board of Supervisors shall be appointed, with the balance of the appointed membership representing various aspects of business, industry and education throughout the County.

ARTICLE II – DUTIES

Section 1 – Board of Directors

- a. It shall be the duty of the Board of Directors to set policy; to run a financially sound organization; to represent the communities in Green Lake County; to carry out the mandates set forth in the preamble to these Bylaws; and to manage the property, affairs, and business of the GLCEDC.
- b. The Board of Directors shall act as a committee as a whole and no fees shall be paid to the directors from the Corporation.
- c. The Board of Directors shall annually, at the regular meeting of said Board held for the purpose of electing officers for the new year immediately after the annual meeting of the members, choose from among the directors a president, vice-president and such other corporate officers as the corporate articles and Bylaws may require. Such officers shall hold office for a three year staggered terms or until their successors are elected and qualified. The County Clerk shall serve as secretary/treasurer of the corporation.
- d. Vacancies occurring on the Board of Directors between annual meetings shall be filled by the Chairman of the Green Lake County Board of Supervisors, with the consent of the County Board. All directors shall have equal rights and responsibilities, and each director shall have one vote.
- e. Any director may be removed from office by an affirmative vote of a majority of the members or a majority of the directors if, in the opinion of such majority of the members or directors, there is not adequate participation in the affairs of the GLCEDC by the director in question, or if, in the opinion of such majority of the members or directors, other cause exists for removal.
- f. The Board of Directors shall appoint representatives from its membership to TREDC, and other organizations that relate to economic development in Green Lake County.
- g. The Board of Directors shall cause an annual written report of the activities of the corporation to be prepared and submitted to the Green Lake County Board of Supervisors prior to the February meeting of said Board of Supervisors following the year of the report.

Section 2 – President:

The president shall make committee appointments with Board of Directors approval. The president shall preside at all of the meetings of the members, of the Board of Directors, and the Executive Committee. The president shall be the chief executive officer of the corporation and shall see that all orders and resolutions of the Board of Directors and Executive Committee are carried into effect. The president shall execute all deeds, leases, conveyances, contracts and agreements authorized by the Board of Directors. The president shall submit a complete and detailed report of the corporation for the fiscal year and of its financial condition to the Board of Directors at its first regular meeting of each year and to the members at their annual meeting, and shall, from time to time, report to the Board of Directors and Executive Committee all matters within his/her knowledge which interests of the corporation may require to be brought to its notice. The president shall perform such additional duties as may be prescribed from time to time by the Board of Directors, or as may be prescribed from time to time by these Bylaws.

Section 3 – Vice President:

The vice president shall perform the duties of the president during any absence or disability of the president. In the event of the death or resignation of the president, the vice president shall assume that office.

Section 4 – Secretary/Treasurer:

- a. The secretary shall countersign all deeds, leases or conveyances executed by the corporation, and shall keep a correct and complete record of all the proceedings of the corporation, including such as relate to the election of officers, minutes of the meetings of members and directors. The secretary shall also keep a book containing the names of all members since its organization, showing places of residence, and shall safely and systematically keep all books, records and papers belonging to the corporation, or in any way pertaining to the business thereof. The secretary shall attend to the giving and serving of all notices of the corporation whereby meetings of the Board of Directors or members are assembled. The secretary shall in general perform all of the duties which are incident to the office of secretary of a corporation, subject to the Board of Directors. The secretary shall perform such additional duties as may be prescribed from time to time by the Board of Directors or these Bylaws.
- b. The treasurer shall keep and account for all monies, credits and property of the corporation which shall come into his/her hands, and keep an accurate account of all money received and disbursed. The treasurer shall make such statements as are required to be made by the laws of the State of Wisconsin. The treasurer shall have the custody of all funds and securities of the corporation. Whenever necessary and proper, the treasurer shall endorse on behalf of the

corporation all checks, notes or other obligations and evidences of payment of money payable to the corporation or coming into his/her possession, and shall deposit the funds arising therefrom, together with all other funds of the corporation coming into his/her possession in the name and to the account of the corporation with the Treasurer of Green Lake County, to be placed in such financial institutions or other depositories as directed by the Green Lake County Board of Supervisors. The treasurer and the president shall sign all checks and other instruments drawn on or payable out of the funds of the corporation, and all bills, notes or other evidences of the indebtedness of the corporation not requiring the seal of the corporation. Whenever required by the Board of Directors, he/she shall exhibit a true and complete statement of his/her cash account and of the securities and other funds in his/her possession, custody and control. The treasurer shall provide a financial report at every meeting of the Board of Directors. The treasurer shall at all reasonable times within business hours exhibit his/her books and accounts to any director. The treasurer shall in general perform all the duties which are incident to the office of treasurer of a corporation subject to the Board of Directors. The treasurer shall give bond in such sum and with such surety as the Board of Directors may direct for the faithful performance of his/her duties and for the safe custody of the funds and property coming within his/her possession. The treasurer shall aid and assist the Finance Committee in the preparation of the annual budget of the corporation. The treasurer shall perform such additional duties as may from time to time be prescribed by the Board of Directors or by these Bylaws.

ARTICLE III – MEETINGS

Section 1 – Annual Membership Meeting

- a. The annual meeting of the directors of the corporation shall be held annually in the fall, and at such place in the State of Wisconsin as may be designated in the notice of the meeting by the Board of Directors.
- b. At the spring meeting of the GLCEDC following the April elections, the directors of the corporation shall elect officers for any open positions.
- c. Special meetings of the directors of the corporation may be called at any time by the president and shall be called by the secretary/treasurer on the written request of any three directors, and shall be held in the State of Wisconsin, at such time and place as the president, or secretary/treasurer, shall designate.
- d. Notice stating the place, date and hour of all meetings, and in case of a special meeting the purpose of purposes for which the meeting is called, shall be given by the secretary/treasurer to each director of the corporation either by United States Postal Service, or by email not less

than ten days before the date appointed for such meeting, addressed to each such representative at his/her address as it appears in the books of the corporation.

- e. The presence of a majority of the directors in person at any meeting shall constitute a quorum. Each representative shall be entitled to one vote with respect to matters which shall properly come before meetings of the members. A representative only may vote in person.

Section 1 – Board Meetings:

- a. Notice of all meetings of the Board of Directors shall be publicly held in places reasonably accessible to members of the public and shall be open to all citizens at all times unless otherwise expressly provided by law in accordance with Wis. Stat. § 19.81 et al.
- b. Regular meetings of the Board of Directors shall be held at such time and place as the Board of Directors may designate. Special meetings of the Board of Directors may be held at any time on the call of the president, and shall be called by the secretary/treasurer on the written request of three directors, and shall be held at such time and place in Wisconsin as shall be designated by the president or secretary/treasurer.
- c. Notice of all meetings of the Board of Directors shall be given to each director and may be given by personal delivery or telephoning such notice to each director at least 24 hours before the time set for such meeting, or by emailing or sending by United States Postal Service in the State of Wisconsin addressed to each director as his/her name may appear in the books of the corporation at least 48 hours before the time fixed for such meeting, provided however, that any director may waive notice of any meeting.
- d. The presence of a majority of the Board of Directors shall constitute a quorum at any regular or special meeting of the Board for the transaction of all and any business of the corporation. The act of a majority of the directors present at a meeting at which a quorum is present shall be the act of the Board of Directors, unless the act of a greater proportion is required by law. A representative only may vote in person.
- e. At the spring meeting of the GLCEDC following the April elections, the directors of the corporation shall elect officers for any open positions.

Section 2 – Committee Meetings:

Ad hoc committee meetings shall be called by the president or the committee chairman.

ARTICLE IV – INDEMNIFICATION

Section 1:

The corporation shall indemnify any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceedings, whether civil, criminal, administrative or investigative (other than an action by or in the right of the corporation) by reason of the fact that he/she is or was a director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise, against expenses, including attorneys' fees, judgments, fines and amounts paid in settlement actually and reasonable incurred by him/her in connection with such action, suite or proceeding if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interest of the corporation, and, with respect to any criminal action or proceeding, had no reasonable cause to believe his/her conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that the person did not act in good faith and in a manner which he/she reasonably believed to be in or not opposed to the best interests of the corporation, and, with respect to any criminal action or proceeding, had reasonable cause to believe that his/her conduct was lawful.

Section 2:

The corporation shall indemnify any person who is or was a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the corporation to procure a judgment in its favor by reason of the fact that he/she is or was director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise against expenses, including attorneys' fees, actually and reasonable incurred by him/her in connection with the defense or settlement of such action or suit if he/she acted in good faith and in a manner he/she reasonably believed to be in or not opposed to the best interests of the corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his/her duty to the corporation unless and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite that adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses when such court shall deem proper.

Section 3:

To the extent that a director, officer, employee or agent of the corporation has been successful on the merits or otherwise in defense of any action, suit or proceeding referred to in Section 1 or 2, or in the defense of any claim, issue or matter therein, he/she shall be indemnified against expenses, including attorneys' fees, actually and reasonably incurred by him/her in connection therewith.

Section 4:

Any indemnification under Section 1 or 2, unless ordered by a court, shall be made by the corporation only as authorized in the specific case upon a determination that indemnification of the director, officer, employee or agent is proper in the circumstances because he/she has met the applicable standard or conduct set forth in Section 1 or 2. Such determination shall be made:

- a. By the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suite or proceeding; or
- b. If such a quorum is not obtainable, or even if obtainable a quorum of disinterested directors so direct, by independent legal counsel in a written opinion.

Section 5:

Expenses, including attorneys' fees, incurred in defending a civil or criminal action, suit or proceeding may be paid by the corporation in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section 4 upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount unless it shall ultimately be determined that he/she is entitled to be indemnified by the corporation as authorized in this section.

Section 6:

The indemnification provided by this Article shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any bylaw, agreement, vote of disinterested directors or otherwise, both as to action in another capacity while holding such office, and shall continue as to a person whom has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs, executors and administrators of such a person.

Section 7:

The corporation may, upon resolution of its membership duly adopted, purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of the corporation, or is or was serving at the request of the corporation as a director, trustee, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise against any liability asserted against him/her and incurred by him/her in any such capacity or arising out of his/her status as such, whether or not the corporation would have the power to indemnify him/her against such liability under this provision of the corporation's By-laws.

ARTICLE V – CONTRACTS, LOANS, CHECKS AND DEPOSITS AND SPECIAL CORPORATE ACTS

Section 1 – Contracts:

The Board of Directors may authorize any officer or officers, agent or agents, to enter into any contract or execute or deliver any instrument in the name of and on behalf of the corporation, and such authorization may be general or confined to specific interests. In the absence of other designation, all deeds, mortgages and instruments of the assignment of pledge made by the corporation shall be executed in the name of the corporation by the president or vice president and by the secretary/treasurer. The secretary/treasurer, when necessary or required, shall affix the corporate seal thereto and when so executed no other party to such instrument or any third party shall be required to make any inquiry into the authority of the signing officer or officers.

Section 2 – Loans:

No indebtedness for borrowed money shall be contracted on behalf of the corporation and no evidence of such indebtedness shall be issued in its name unless authorized by or under the authority of a resolution of the Board of Directors with a two-thirds majority. Such authorization may be general or confined to specific instances.

Section 3 – Grants

The Board of Directors may authorize any officer or officers, agent or agents, to apply for and accept grant money on behalf of the Corporation.

Section 4:

All checks, drafts or other orders for the payment of money, notes or other evidences of indebtedness issued in the name of the corporation, shall be signed by such officer or officers, agent or agents of the corporation and in such manner as shall from time to time be determined by or under the authority of a resolution from the Board of Directors.

Section 5:

All funds of the corporation not otherwise employed shall be deposited from time to time to the credit of the corporation with the treasurer of Green Lake County, who shall in turn deposit same in such banks, savings and loan associations, trust companies or other depositories as may be authorized for the deposit of Green Lake County funds by resolution of the Green Lake County Board of Supervisors. Accounting for these funds will be by a subsidiary, trust-type account in the general accounting system for Green Lake County and subject to formal audit during the annual single audit of the County.

ARTICLE VI – MISCELLANEOUS

Section 1 – Resignation:

A director may resign at any time by filing his/her written resignation or email with the secretary/treasurer.

Section 2 – Removal and Vacancies:

A director shall be removed at any time at a regular or special meeting of the Board by the Chair of the County Board of Supervisors of Green Lake County in accordance with Wis. Stat. s. 181.0809(2)(a). Vacancies on the Board of Directors shall be filled by appointment by the Chair of the County Board of Supervisors of Green Lake County for the completion of the uncompleted term.

Section 3 – Fiscal Year:

The fiscal year of this corporation shall be from January 1 to December 31 of each calendar year.

Section 4 – Amendments:

These Bylaws may be altered, amended or repealed and new Bylaws may be adopted by the Board of Directors by an affirmative vote of not less than a majority of the Board of Directors present at any regular or special meeting of the Board of Directors at which a quorum is present. Any of these actions must be approved by the Green Lake County Finance Committee.

Section 5 – Conflict of Interest:

Inasmuch as the Directors of this corporation may be persons of diversified business interests, and are likely to be connected with other corporations with which from time to time this corporation may have business dealings, no contract or other transaction between this corporation and any other corporation shall be affected by the fact that the Directors of this corporation are interested in or are directors or officers of such other corporation. At any meeting of the Board of this corporation, making, authorizing or confirming such transaction or contract, there shall be present a quorum of directors not so interested, and any director individually may be a party to, or may be interested in, any contract or transaction of this corporation, provided that the conflict of interest is known or disclosed to the directors and that such contract be ratified by the affirmative vote of at least four directors not so interested.

RESOLUTIONS

RESOLUTION NUMBER 11-90

Relating to Establishment of Economic Development Corporation

The County Board of Supervisors of Green Lake County, Green Lake, Wisconsin, duly assembled at its regular meeting begun on the 20th day of March 1990, does resolve as follows:

WHEREAS, it is necessary to establish a non-profit, separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County as well as to manage these funds and other aspects of the programs;

NOW, THEREFORE BE IT RESOLVED, that the attached Articles of Incorporation are approved for submission to the Secretary of State's Office for approval and filing; and,

BE IT FURTHER RESOLVED, that this corporation, when approved, shall be under the direct supervision of the Strategic Planning and Economic Development Committee, with its directors appointed by the County Board Chairman with the approval of the County Board.

Roll Call on Resolution No. 11-90:

Submitted by Strat Plan/Econ Dev Com

Ayes 15, Nays 3, Absent 2, Abstain 0

Passed and Adopted/~~Rejected~~ this 20th day of March, 1990.

/s/ Orrin W. Helmer

Orrin W. Helmer, Chairman

/s/ Herbert A. Dahlke

County Board Chairman

/s/ Herbert A. Dahlke

Herbert A. Dahlke

/s/ Raymond F. Stoll

ATTEST: County Clerk

Approved as to Form:

/s/ James E. Schommer

James E. Schommer

/s/ John B. Selsing

Corporation Counsel

Room No. 230

/s/ Walter Wagner

Walter Wagner

**RESOLUTION TO AMEND THE CORPORATE BY-LAWS
OF THE ECONOMIC DEVELOPMENT CORPORATION**

May 5, 1993

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 5th Day of May, 1993, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, **in accordance with ARTICLE VI, Section 5, Amendments**, on April 7, 1993; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE 1 – ORGANIZATION, Section 3 – Committees is deleted.

ARTICLE II – DUTIES, Section 6 – Committee Duties is deleted.

ARTICLE II – DUTIES, Section 1 – Board of Directors is amended by adding the following statement to subsection “a”.

The Board of Directors shall act as a committee as a whole and no fees shall be paid to the directors from the Corporation.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/~~Rejected~~ this 5th day of May, 1993.

/s/ Jerry A Kautzer _____
Corporation President

/s/ Margaret R. Bostelmann
ATTEST: Secretary/Treasurer

**RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE
ECONOMIC DEVELOPMENT CORPORATION**

May 12, 2003

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 12th Day of May, 2003, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, **in accordance with ARTICLE VI, Section 5, Amendments**, on May 2, 2003; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE 1 – ORGANIZATION, Section 2 – Board of Directors is amended to read: The Board of Directors shall consist of ~~seven~~ *up to nine* members, ...

ARTICLE IV – MISCELLANEOUS, Section 5 – Amendments The last sentence is amended to read: Any of these actions must be approved by the Green Lake County ~~Strategie Planning and Economic Development Committee~~ *Finance Committee*.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/~~Rejected~~ this 12th day of May, 2003.

/s/ Philip Baranowski _____
Corporation President

/s/ Margaret R. Bostelmann _____
ATTEST: Secretary/Treasurer

**RESOLUTION TO AMEND THE CORPORATE BY-LAWS OF THE GREEN
LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION**

May 21, 2010

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their annual meeting on the 21st Day of May, 2010, does resolve as follows:

WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-Laws, **in accordance with ARTICLE VI, Section 5, Amendments**, on May 7, 2010; and

WHEREAS, the recommended change in the By-Laws must be approved at the annual meeting,

NOW THEREFORE BE IT RESOLVED, that:

ARTICLE III – MEETING, Section 1 – Annual Membership Meeting is amended to read: The annual meeting of the members of the corporation shall be held ~~by the last Monday of May of each year~~ in conjunction and cooperation with the Tri-County Economic Development Corporation’s annual summit at such time, on such date, and at such place in the State of Wisconsin as may be designated in the notice of the meeting by the Board of Directors.

In all other respects the Corporation By-Laws remain the same.

Passed and Adopted/~~Rejeeted~~ this 20th day of May, 2010.

 /s/ Phillip Baranowski _____
Corporation President

 /s/ Margaret R. Bostelmann _____
ATTEST: Secretary/Treasurer

**RESOLUTION TO AMEND THE CORPORATE BY-LAWS
OF THE ECONOMIC DEVELOPMENT CORPORATION**

June 15, 2017

The Board of Directors and Members of the Economic Development Corporation, Green Lake, Wisconsin, duly assembled at their meeting on the 15th day of June 2017, does resolve as follows:

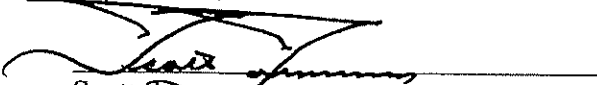
WHEREAS, a recommendation by the Board of Directors of the Economic Development Corporation was made to amend the By-laws, in accordance with Article VI, Section 5-Amendments; and,

WHEREAS, the recommended changes to the By-laws must be approved at a meeting of the Board of Directors and final approval of the changes to the By-laws must be approved by the Green Lake County Finance Committee,

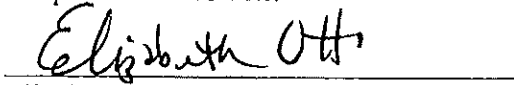
NOW THEREFORE BE IT RESOLVED, that:

The amended Bylaws of the Economic Development Corporation, Green Lake, Wisconsin, which are attached hereto are adopted.

Passed & Adopted/Rejected this 15th
day of June, 2017

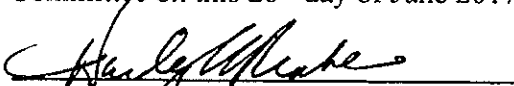


Scott Sommers
Corporation President



Elizabeth Otto
Attest: Secretary/Treasurer

Approved by Green Lake County Finance
Committee on this 28th day of June 2017



Harley Reabe, Finance Committee Chair

**Comprehensive
Plan**

Green Lake County

**Adopted
February 16, 2016**



Chapter 4 - Economic Development

4.1 Background Information

Green Lake County is a semi-agriculturally dependent community. While agriculture is the predominant land use in the County, “Agricultural, Forestry, Fishing, and Mining” as an industry of employment is responsible for only 6.3% of the employment base, according to the 2010 US Census. Section 2.7 of the *Green Lake County Farmland Preservation Plan* provides more discussions on business opportunities within the agriculture economy.

The largest industry of employed persons is the “Services” industry at 36.5%. The “Services” industry increased 12.8% since 2000. This is reflective of a growing Health Care Industry. The growing influence of health care and the needs of an aging population are beginning to show an influence in the County’s employment market. Although “Manufacturing” showed a -6.0% decline from 2000, it is still the second largest employment sector of the County at 23.7%.

The largest growth sectors since 2000 were “Transportation & Utilities” up 23% and “Finance, Insurance and Real Estate” up 19%. However, together both account for only 9.7% of the County’s employment base. The data clearly shows a diversification of employment within the County. This trend must be acknowledged in the County’s Future Economic Development Strategies or be prepared to lose a competitive edge.

Economic Growth and Employment

Economic growth can be measured by a variety of ways including unemployment rates, household income, labor force, average wages, poverty status, employment trends, or principal employers. These trends can be found in Tables 106-113 of Appendix A. Green Lake County residents have seen an increase in income over the last decade, a slightly greater increase than the State of Wisconsin. Even though Green Lake County falls slightly above the 8% unemployment rate, they do have a lower amount of persons below poverty status than the State. However it should be noted that unemployment rates have dropped substantially since the 2010 Census and have ranged on average from 5% to 6% statewide in late 2014. The drop in the State’s unemployment rate is viewed as a sign of a recovering economy. Employment for the County is greatly dominated by services and manufacturing. However, agricultural-related business is an important facet within the County as it generates thousands of jobs and millions of dollars in economic activity.

Major Employers

Green Lake County has an array of businesses that employ a moderate to large number of people. Table 4-1 lists major employers within the County. Please note that employment numbers can change periodically so Table 4-1 is a mere snapshot in time.

**Table 4-1
Major Employers**

Name of Employer	Industry	Location
Berlin High School	Elementary & Secondary Schools	Berlin
Berlin Hospital	General Medical & Surgical Hospitals	Berlin
Berlin Middle School	Elementary & Secondary Schools	Berlin
Berlin Park & Recreation	Nature Parks & other Similar Institutions	Berlin
City Clerks Office	Public Finance Activities	Berlin
Clay Lambertson Elementary School	Elementary & Secondary Schools	Berlin
Del Monte Foods	Fruit & Vegetable Canning	Markesan
Flash	Other Specialized Trucking Long Distance	Green Lake
Green Lake Conference Center	All Other Information Services	Green Lake
Green Lake Mental Health Clinic	Admin of Public Health Programs	Green Lake
Heidel House Resort & Spa	All Other Traveler Accommodation	Green Lake
Juliette Manor	Nursing Care Facilities (Skilled Nursing)	Berlin
Lamplighter Home Sales Corp	Manufactured Mobile Home Dealers	Princeton
Markesan Resident Home Inc	Nursing Care Facilities (Skilled Nursing)	Markesan
Markesan School District	Elementary & Secondary Schools	Markesan
Mashuda Contractors	Construction Machinery Mfg	Princeton
Mec	Painting & Wall Covering Contractors	Berlin
PGI Inc	Men's & Boys' Cut & Sew Apparel Mfg	Green Lake
Piggly Wiggly	Supermarkets & Other Grocery Stores	Markesan
Precision Metalsmiths Inc	Metal Merchandise Wholesale	Markesan
Ripon Athletic	Other Cut & Sew Apparel Mfg	Berlin
Ripon Jacket Co.	Other Cut & Sew Apparel Mfg	Berlin
Walmart	Department Stores exc Discount	Berlin
Walmart Supercenter	Department Stores exc Discount	Berlin

Source: Wisconsin's WORKnet

4.2 Ability to Retain and Attract Business

The promotion of business and economic development falls under the responsibility of the Green Lake County Economic Development Corporation. This Corporation's mission is to "Promote, Attract, Stimulate, Rehabilitate and Revitalize Commerce, Industry, and Manufacturing in Green Lake County". The Economic Development Corporation was established in 1990 as a non-profit separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County. The primary purpose of the Corporation is to promote industrial and other economic development in the County that will create jobs.

The Board of Directors consists of up to nine members appointed by the Chairman of the County Board of Green Lake County. No more than one active member of the County Board of Supervisors shall be appointed with the balance of the appointed members representing various aspects of business, industry and education throughout the County. The County Clerk serves as secretary/treasurer of the corporation and is a voting member of the Board of Directors.

Local Business and Employment Opportunities

There are several aspects of the County that would make it desirable to businesses. Such features as:

- State Highway 91 & 44 provide easy access for trucking to the City of Oshkosh & Interstate 41.
- There are four cities within the County that each have room available for commercial/industrial expansion.
- The County has a large recreational/tourism population.

While these features are positive aspects of the County there, are also some negative factors that would limit the possibilities of attracting businesses to the County. Factors as:

- There is land available for commercial and industrial uses, which is located closer to the Fox Cities and the Interstate system.
- The County does not have a large population base to provide a customer base for a large commercial venture.
- The Cities of Oshkosh, Ripon, Waupun, and Portage can provide full municipal services and are already established retail centers.

Future commercial and development in the County is primarily targeted at lands within the four cities. It is important to note that it has been the policy of the cities to annex commercial properties into the City that require municipal services (i.e. sewer and water). For these reasons the County has established a goal of ensuring that services and employment opportunities, when offered to the local residents, will be compatible with neighboring land uses. The local economy and economic development in the area will be supported by the County in the following ways. The County will:

- Work with area residents to sustain the long-term viability of local farms.
- In continued cooperation with the cities, the County will support quality commercial development within and adjoining the cities.
- Support the local entrepreneurs with home-based businesses scattered throughout the County.

Also, See Section 2.7 (Business Development) of the *Green Lake County Farmland Preservation Plan* for more details on regional business opportunities.

Economic Development Strategies in the New Economy

Please consult Appendix I for articles related to discussion on this topic.

4.3 Brownfields and Contaminated Sites

Brownfields are abandoned, idle, or underused commercial or industrial properties where the expansion or redevelopment is hindered by real or perceived contamination. Redevelopment of brownfields makes economic sense by returning these properties to a productive use, thereby creating jobs. Brownfield redevelopment also optimizes existing infrastructure.

The WDNR classifies contaminated sites as being closed or open. Open sites are those where the leak has likely been cleaned up but is still under surveillance by the WDNR. Identification of potential brownfield sites can be accomplished by examining state and federal databases that list potentially contaminated properties. The WDNR's Remediation and Redevelopment site <http://dnr.wi.gov/topic/Brownfields/botw.html> is a web-based mapping system that provides information about contaminated properties. These mapping resources show that Green Lake County has 9 open sites, 2 conditionally closed sites, and numerous closed sites (completed cleanups). The open sites involved the following locations:

1. Old Safeguard Property on Pierce Street and Commercial Street, Berlin
2. City of Princeton Site on West Main Street, Princeton
3. Quilts & Quilting on West Main Street, Princeton
4. VFW Post 2925 on North Wisconsin, Berlin
5. Holloway Property on Hwy 73, Manchester
6. Helmrick Service Station on Broadway, Berlin
7. D'evens Printing on South Main Street, Markesan
8. Mike's Payless Auto Service on West Main Street, Princeton (This site has 2 Conditionally Closed Cases)
9. Condon – Princeton Mobile Mart on West Main Street, Princeton
10. White Property on South Johnson Street, Berlin

The following U.S. Environmental Protection Agency's EnviroMapper site is a web-based mapping system that identifies contaminated areas that have been or are in the process of being cleaned up:

<http://iaspub.epa.gov/Cleanups/>

Once identified, potentially contaminated sites can be cross-referenced with tax records to determine whether a site is tax delinquent or otherwise available for redevelopment as a brownfield site. More information on brownfields, including information on financial support, can be found at:

<http://dnr.wi.gov/topic/brownfields/>

Green Lake County does not administer a program to deal with contaminated and hazardous waste. However, the County does engage in occasional "Clean Sweep" events on a periodic timetable.

A federally authorized program is administered by the Wisconsin Department of Natural Resources. However, since there are no hazardous waste disposal facilities in the State of Wisconsin, such waste must be either taken out of state for processing or be put through one of the three incinerators (two private and one commercial). Highly reactive or explosive hazardous waste must be placed in the two non-commercial facilities, which are for open burning and open detonation.

4.4 County, Regional, and State Programs

Programs in Green Lake County

Green Lake County Economic Corporation

Green Lake County Economic Development Corporation's website states that its mission "is to Promote, Attract, Stimulate, Rehabilitate and Revitalize Commerce, Industry, and Manufacturing in Green Lake County." The Economic Development Corporation was established in 1990 as a non-profit separate corporation to apply for and administer grants and loans for the purpose of economic development in Green Lake County. The purpose of the Corporation is to promote industrial and other economic development in the County that will create jobs. More information is available at:

<http://www.co.green-lake.wi.us/committees.html?Committee=19>

Tri-County Regional Economic Development Corporation

This regional corporation encompasses Green Lake, Marquette and Waushara Counties. The corporation works in cooperation with public and private entities, promotes the region and businesses in order to attract, stimulate and revitalize commerce, industry and manufacturing, resulting in the retention and creation of viable living wage jobs. More information is available at:

<http://tcredc.org/>

Economic Development Programs in the Region

New North

New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in eighteen counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

More information on the New North, Inc. is available at:

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

East Central Wisconsin Regional Planning Commission (ECWRPC)

The ECWRPC prepares a Comprehensive Economic Development Strategy (CEDS) covering the ten counties in its region. The most recent update was completed in 2008. The document contains a review of the Commission's economic development efforts, an overview of the region's economy, and the development strategy for the region. The development strategy includes goals, objectives and strategies and a ranking of economic development investment projects submitted by communities in the region. The CEDS can be found at:

<http://www.eastcentralrpc.org/planning/economic.htm>

State Programs**Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation offers a number of programs in support of economic development. The programs are too numerous to list here. Some of the programs provide direct assistance to a business; others fund the business through the local community, while other programs provide direct assistance to a community. Information on these programs is available at:

<http://inwisconsin.com/grow-your-business/programs/>

There are regional managers for each of the 7 regions in the state to work with local communities and businesses in identifying the resources available from the State and other sources.

Wisconsin Small Business Development Center

The Wisconsin Small Business Development Center provides business management education programs at an affordable fee. Counseling to address individual business needs is available without cost to the small business client. SBDC offices are located at the University of Wisconsin-Oshkosh. Information on the programs and services offered by the SBDC may be found at:

<http://www.wisconsinsbdc.org>.

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

DATCP administers the State of Wisconsin Farmland Preservation Program.

http://datcp.wi.gov/About_Us/index.aspx

Alliant Energy Economic Development

This economic development team focuses completely on locating appropriate buildings and locations for businesses interested in building, expanding or relocating. Alliant Energy Economic Development locates buildings and sites in Iowa, southern Minnesota, and Wisconsin and also provides community, professional and workforce development resources and programs.

Alliant's in-depth marketing assistance, retention and expansion, and industrial marketing programs will provide forty percent (40%) of the cost for projects or regional partnership efforts, up to a maximum of \$5,000. Workforce development and community development programs can also receive forty percent (40%) up to \$5,000.

2013-2015 Strategic Plan of the Green Lake County EDC

Mission Statement

The mission of the Green Lake County Economic Development Corporation (GLCEDC) is to support and to attract Industry in Green Lake County, recognizing our strengths in Tourism and in Agriculture.

Strategic Goals:

The following goals for GLCEDC are accomplished directly through the group's work

1. Market the services of the Economic Development Corporation
2. Promote Green Lake County for Economic Development to local and regional stakeholders
3. Provide advisory role to TREDC related to the identification of potential economic opportunities within Green Lake County
4. Stimulate and encourage entrepreneurship and the development of incubators.
5. Assist and serve the County Board to standardize (adjust) zoning ordinances to stimulate or encourage Economic Development
 - a. EDC be visible to planning and zoning committee
 - b. EDC member on Zoning Committee
6. Promote TREDC to County Board, communities, and businesses

Much of the GLCEDC,'s mission is accomplished through the work of the Tri-County Economic Development Corporation (TREDC). TREDC encompasses Green Lake, Marquette and Waushara Counties and works in cooperation with public and private entities to promote the region and its businesses in order to attract, stimulate and revitalize commerce, industry and manufacturing, with the desired outcome of increased retention and creation of viable living wage jobs. The Green Lake County Economic Development Corporation contracts with TREDC to provide these services.

The following goals for GLCEDC are accomplished through TREDC

1. Assist existing businesses
2. Advertise and promote the available resources of TREDC
3. Make financial institutions a bigger part of the process
 - a. Contact financial institutes and educate them about RLF program
4. Promote Green Lake County for Economic Development

2013-2015 Strategic Plan of the Green Lake County EDC

5. Maintain and support a centralized provider of Economic Development information
 - a. Remain active part of TREDC
 - b. Fund TREDC
 - c. Provide active representation to the TREDC Board
6. With community partners, address labor force issues
 - a. Promote K-12 tech education
 - b. Attract and retain local graduating students who can contribute to the workforce.
 - c. EDC representative on the board of Moraine Park Technical College

Action Plan

Increase communication with banks, mayors, local EDCs, chamber directors, and the education system to promote discovery of shared challenges and solutions.

Outputs will include:

1. Over the course of 2 years, EDC organizes four of its monthly meetings in Berlin, Green Lake, Markesan, and Princeton and invites local business leaders to join those meetings.
Responsible Party: Marge Bostelmann
2. EDC organizes one of its monthly meetings and invites local education leaders, to include school district superintendents of Green Lake County and of Ripon school district superintendent, Moraine Park Technical College, and UW Fond du Lac.
Responsible Party: Marge Bostelmann
3. EDC develops and distributes two newsletters a year designed to educate communities and business leaders about the role and the services available through the GLC EDC and through TREDC. Newsletters are scheduled for April and October release.
Responsible Parties: Marge Bostelmann, Mary Lou Neubauer, Jay Dampier.
4. EDC promotes the funding of marketing tourism in the region through the work of the Green Lake Country Visitors Bureau.
Responsible Parties: All EDC Committee Members



Green Lake Country Visitors Bureau Facebook Page

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

Total likes for the Facebook Page: **2,256** (increase of 5 new | December: 2,251)

Page Views: *the number of times the Page's profile has been viewed by logged in and logged out people*
138 Views (increase of 56% from last month of 86 views)

Page Likes: *the number of new people who have liked the Page*
8 New Likes (increase of 0% from last month of 8 likes)

Post Reach: *the number of people who had any posts from the Page enter their screen*
686 Total Reach (increase of 113% from last month total reach of 404)

Post Engagement: *the number of times people have engaged with the Page's posts through likes, comments, shares and more*
80 Post Engagement (increase of 233% from last month of 48)

Videos: *the number of times the Page's videos have been viewed for more than three seconds*
9 Minutes Viewed (increase of 50% from last month of 8)

Top 3 Facebook Posts:

1. (1/18) Reshare of drone photography in Berlin on Fox River ... (389 total reach)
2. (1/21) Reshare of @alayne.may cozy winter lakefront property in GL ... (290 total reach)
3. (1/14) Free Fishing Weekend reminder ... (267 total reach)

Highlights/Notes:

Comparing metrics to the 2020, we have gained 136 new followers over the last 12 months. Overall most of the views, likes, reach and engagement have stayed consistent. Content for the upcoming month has been adjusted now because of the virus/safer at home with postponed events to showcase more outdoor activities with each "area" being showcased each week. Sharing more user-generated content will help increase these numbers as well.



Green Lake Country Visitors Bureau Instagram Page

https://www.instagram.com/green_lake_country

Total followers for the Instagram Page: **1,511** (increase of 13 new | December: 1,498)

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

Total Post Reach: 1,887 accounts (increase of 518% from last month of 489)

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

114 Profile Visits (increase of 115% from last month's 56)

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

Total Post Impressions: 7,494 (increase of 582% from last month of 1,568)

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

310 Total Interactions (increase of 10233% from last month of 12)

Top Instagram Post:

(1/18) Reshare of @wisdronesingh of Fox River in Berlin ... (1,464 impressions)

Top Instagram Stories:

1. Reshare of @mimihogan video of eagles soaring... (163 impressions)
2. Reshare of @riponwisconsin weekend events & announcements ... (142 impressions)
3. Reshare of @snubie winter tree scene photograph ... (140 impressions)

Highlights/Notes:

The social media channel has grown by 203 followers since last year this time. Staying consistent as far as impressions, engagement and profile visits year over year.

Revising the content going forward for more outdoor photos and showcasing more Instagram story options, as these receive more impressions of current viewers.



Green Lake Country Visitors Bureau Twitter Page

<https://twitter.com/GreenLakeCVB>

Total followers for the Twitter Page: **351 as of 11/30/2019.**

Account no longer active, but has a Call to Action to follow Facebook and Instagram accounts.



Green Lake Country Visitors Bureau YouTube Page

https://www.youtube.com/channel/UCdr3X3tRxmrA_5qMaB7mhSg

Total subscribers for the YouTube Page: **18** (1 new increase | December: 17)

Highlights/Notes:

6.5 hours of watch time (last month was 4.1 hours), averaging about 2:18 each video.
170 views for the month (92 last), with Discover Wisconsin (Segment 1) being the top video at 62 views. 40% of views from YouTube search, and 37% were YouTube suggested videos.
79 unique viewers and 1.1K impressions (459 last).

Last year, the YouTube channel has 12 subscribers in the month of January.