



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

Original Post Date: 07/08/2021

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation on July 15, 2021:

- 1) Agenda
- 2) Minutes from June 17, 2021
- 3) Broadband Survey
- 4) Strategic Plan Mission and Goals
- 5) GLCVB Advertising Report



**GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION**

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

July 15, 2021

8:00 AM

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

AGENDA

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Approval of Minutes – 06/17/2021
5. Broadband Survey
6. American Rescue Plan Act Update
7. Review Strategic Plan Mission and Goals
8. 2022 Budget Discussion
9. GLCVB Advertising Report
10. Treasurer's Report
11. TREDC Report and Update
12. Community Updates
13. Committee Discussion
 - Future Meeting Date & Agenda items:
14. 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 and face masks required for individuals who are **not** vaccinated) or audio/visual communication. Remote access can be obtained through the following link:

Topic: Economic Development Corporation

Time: Jul 15, 2021 08:00 AM Central Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/84084842939?pwd=bERLaFZtRHV4MU1jNzBtK2tvVFgzUT09>

Meeting ID: 840 8484 2939

Passcode: 141483

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 436 2866 US (New York)

ECONOMIC DEVELOPMENT CORPORATION

June 17, 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, June 17, 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. The requirements of the open meeting law were certified as being met. The Pledge of Allegiance was recited.

Present: Harley Reabe Ron Thiem
Lindsey Kemnitz Scott Mundro (8:04)
Liz Otto, Secretary Lisa Meier

Absent: Shane Christopherson, Mary Lou Neubauer, Scott Sommers

Also Present: Tony Daley, Berlin Journal (Zoom); Cathy Schmit, County Administrator (Zoom – 8:17); Keri Solis, Marquette County Economic Development Coordinator

MINUTES

Motion/second (Reabe/Kemnitz) to approve the minutes of the May 20, 2021 meeting with no corrections or additions. Motion carried with no negative vote.

AMERICAN RESCUE PLAN ACT UPDATE

Chair Kemnitz asked if there has been any more updates for the use of ARPA funds by Green Lake County. County Board Chair Harley Reabe stated that this will be discussed at the Finance meeting on June 23, 2021. Liz Otto will send out a reminder to all municipal clerks to apply for funding by the deadline of June 18, 2021. Broadband across Green Lake County was discussed. Keri Solis, Marquette County Economic Development Coordinator, will email a copy of the survey she distributed in Marquette County last year regarding broadband needs.

REVIEW STRATEGIC PLAN MISSION AND GOALS

Discussion held on updating the 2014 action plan and strategic goals. This will put on the July agenda for more discussion.

GREEN LAKE COUNTRY VISITORS BUREAU (GLCVB) ADVERTISING REPORT

Scott Mundro stated that all is going well with GLCVB.

TREASURER'S REPORT

Treasurer Liz Otto stated that there is currently a balance of \$57,994.01 in the housing grant checking account and \$1,897.29 in the EDC checking account as of 05/31/2021.

Motion/second (Mundro/Thiem) to accept the treasurer's report. Motion carried with no negative vote.

TREDC REPORT AND UPDATE

Harley Reabe stated that the final TREDC meeting will take place in late August.

COMMUNITY UPDATES

Updates in the various communities included:

- Green Lake area – bike event on June 5 was a success, Wednesday night concerts have started for the summer and are drawing large numbers
- Markesan area – June Dairy Days was a great success this year. Village of Marquette and the Puckaway Rod & Gun Club are planning their Independence Day festivities.

- Princeton area – Independence Day festivities are planned for June 26. County D and River Road projects are underway.
- Berlin area – Farmers Market on Tuesdays is going well. July 3 Independence Day celebration is coming up.
- Marquette County has hired a new County Administrator

COMMITTEE DISCUSSION

Next regular meeting: July 15, 2021 @ 8:00 AM

Future Agenda Items for action & discussion: strategic/action plan, broadband survey

ADJOURNMENT

Motion/second (Thiem/Mundro) to adjourn the meeting at 9:04 AM. Motion carried with no negative vote.

Submitted by

Liz Otto
Treasurer/County Clerk

DRAFT

1. What is your address in Marquette County (for mapping purposes only to identify areas with strong and weak internet). (Fill in the blank)
2. What municipality do you live in? (Listed all of the townships/city/villages....checkbox)
3. Please list the ages of the people living in your household (fill in the blank)
4. Which of the following best describes you? (Full time resident/Part time/Seasonal resident)
5. If you are a seasonal/part-time resident, would you spend MORE time in Marquette County if there was better internet at your residence? (Skip if you are a full time resident)

No – My internet service is currently adequate

No- I would still spend the same amount of time in Marquette County

Yes- Better internet would allow me to work remotely and spend more time in Marquette County

Other (Fill in the blank)

6. I DID NOT ASK THIS QUESTION, BUT WISH I WOULD HAVE---- How many “extra” days per year would you spend in Marquette County if you had adequate internet? (Skip if you are a full time resident)

1-10

11-20

20-40

Over 40

7. What type of device do you use to access the following? (Check all that apply)

I made a grid....across the top was Smart Phone Tablet/iPad Desktop/Laptop

Down the side was:

Watch TV/Movies

Social Media

News/Information

Shopping

Virtual Doctor Visits

Schoolwork (K-12)

Schoolwork (College)

Home based business needs

Work from home needs

8. Who is your internet provider in Marquette County? Listed choices and left a blank for other

9. If you do NOT have an internet provider at your Marquette County home, what is your primary reason?

I can do everything I need on my phone using cellular service

I would like to have internet at my home but cannot afford it

I cannot get internet service at my home

The internet service available to my home is very poor so I do not have it, but would subscribe to good service.

Other...fill in the blank

10. How reliable is your internet provider? (Internet doesn't go down)

Scale of 1-5

11. How satisfied are you with your internet speed?

Scale of 1-5

12. How satisfied are you with accessing the internet on your phone?

13. Comments on your internet provider

14. Any other comments you would like to share regarding internet access?

Mission Statement

The mission of the Green Lake County Economic Development Corporation (GLCEDC) is to sustain and grow Green Lake County by providing support to organizations and business for attraction, retention, and expansion.

Vision Statement

The vision of Green Lake County Economic Development Corporation (GLEDC) is to provide uniform leadership and support for Green Lake County economy through private/public investment of support entity.

Strategic Goals:

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

1. Collaborate with municipalities and organizations to provide support for economic development within Green Lake County.
2. Explore public/private funding opportunities for EDC.
3. Expand communication with existing businesses and organizations to understand economic development needs within the County.

Action Plan-This is from the 2014 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

2021-2024 Strategic Plan of the Green Lake County EDC

through the GLC EDC and through TRED. 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

Draft 5-3-2021



June 2021 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: **2,495** (increase of 10 new | May: 2,485)

Page Views: *the number of times the Page's profile has been viewed by logged in and logged out people*
115 Views (decrease of 7% from last month of 107 views)

Page Likes: *the number of new people who have liked the Page*
10 New Likes (decrease of 44% from last month of 23 likes)

Post Reach: *the number of people who had any posts from the Page enter their screen*
1450 Total Reach (decrease of 71% from last month total reach of 6394)

Post Engagement: *the number of times people have engaged with the Page's posts through likes, comments, shares and more*
79 Post Engagement (decrease of 80% from last month of 517)

Videos: *the number of times the Page's videos have been viewed for more than three seconds*
10 Minutes Viewed (decrease of 44% from last month of 7)

Top Facebook Posts:

1. (6/21) Are you an influencer Love the Green Lake Country area?... (488 total reach)
2. (6/9) Reshare post of Fourth of July Independence Day event (425 reach)
3. (6/15) We all need a little time spent in #glcountry reshare ... (349 total reach)

Highlights/Notes:

Comparing metrics to the 2020, we have gained 287 new followers over the last 12 months. With the high reach in May, overall our stats are going to be drastic decreases compared to last month unfortunately. Sharing more user-generated content will help increase these numbers in the months to come, as well as updated events and happenings in the surrounding communities.



Green Lake Country Visitors Bureau Instagram Page

https://www.instagram.com/green_lake_country

Total followers for the Instagram Page: **1,604** (increase of 17 new, May: 1,587)

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

Total Post Reach: 734 accounts (decrease of 26%, last month of 955)

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

14 Profile Visits (last month's 106)

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

Total Post Impressions: 578 (last month of 7,233)

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

75 Total Interactions (decrease of 63%, last month of 283)

Top Instagram Post:

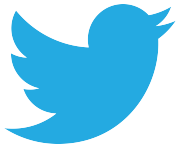
(6/15) All we need is a little time spent relaxing in #glcountry ... (548 impressions)

Top Instagram Stories:

1. Reshare of @riponwisconsin culvers ice cream post.. (172 impressions)
2. Reshare of @riponwisconsin summer fun events ... (152 impressions)
3. Reshare of @trailsandtravelswithlea green lake repost ... (149 impressions)

Highlights/Notes:

The social media channel has grown by 184 followers since last year this time. Staying consistent as far as engagement, but the profile visits and impressions have at least doubled over the 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: **22** (1 new subscriber, May: 21)

Highlights/Notes:

6.4 hours of watch time (last month was 6.8 hours), averaging about 3:00 each video.
127 views for the month (155 last), with Discover Wisconsin (Segment 1) being the top video at 57 views. 44% of views from YouTube search, and 47% were YouTube suggested videos.
77 unique viewers and 1.5K impressions (1.5K last month).

Last year, the YouTube channel has 16 subscribers in the month of July 2020.