



GREEN LAKE COUNTY

571 County Road A, Green Lake, WI 54941

Original Post Date: 03/30/2017

Amended* Post Date:

The following documents are included in the packet for the Economic Development Corporation on April 7, 2017:

- 1) Agenda
- 2) Draft minutes from the 01/27/2017 & 02/13/2017
- 3) GLCVB Advertising Report
- 4) Wisconsin Rural Partners Rural Summit Funding



**GREEN LAKE COUNTY
ECONOMIC DEVELOPMENT CORPORATION**

Office: 920-294-4005

Fax: 920-294-4009

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

April 7, 2017

8:30AM

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

AGENDA

1. Call to Order
2. Certification of Open Meeting Law
3. Pledge of Allegiance
4. Approval of Agenda
5. Minutes – 01/27/2017, 02/13/2017
6. Correspondence
7. Public Comment (3 min limit)
8. GLCVB Advertising Report
9. Treasurer's Report
10. TREDC Report
11. Housing Grant Report
12. Wisconsin Rural Partners Rural Summit Funding
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.

ECONOMIC DEVELOPMENT CORPORATION
January 27, 2017

The meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Scott Sommers at 8:30 AM on Friday, January 27, 2017, Green Lake County Government Center, Conference Room, 571 County Road A, Green Lake, WI. The requirements of the open meeting laws were certified as being met. The Pledge of Allegiance was recited.

Present: Liz Otto Mary Lou Neubauer Scott Sommers
 Harley Reabe Roger Field Liane Walsh
 Phil Baranowski

Absent: Dave Abendroth

Also present: Jason Mansmith, Jay Dampier, Lindsey Kemnitz, Ken Schmidt, and Tony Daley

APPROVAL OF AGENDA

Motion/second (Reabe/Field) to approve the agenda. Motion carried.

MINUTES

Motion/second (Field/Neubauer) to approve the minutes of December 16, 2016. Motion carried.

CORRESPONDENCE – None

PUBLIC COMMENT

- Lindsey Kemnitz, City of Berlin Community Development Director, spoke regarding a “meet and greet” at the Berlin Senior Center on February 9th.
- Mary Lou Neubauer, Princeton City Administrator, informed everyone about the state Main Street program and the new director training taking place on February 2-3 at the VFW in Princeton. On February 9th the Princeton Chamber of Commerce is sponsoring a Small Business Workshop at the Princeton School from 5:30 – 6:30. In September 2017 there will be 3 days of activity in Princeton for a Design Wisconsin project involving community planning.

APPOINTMENT OF REPRESENTATIVES FOR TREDC

Three appointments are needed for the TREDC Board and the TREDC RLF (Revolving Loan Fund) Board each for 3 year terms.

Motion/second (Reabe/Field) to reappoint Tom Jensen and Mary Lou Neubauer to the TREDC Board of Directors. Motion carried.

Motion/second (Reabe/Baranowski) to reappoint Roger Field to the TREDC RLF board. Motion carried.

GLCVB FUNDING SUPPORT

Jason Mansmith of the Green Lake Country Visitors Bureau (GLCVB) gave the committee an explanation of plans for the \$10,000 funding from Green Lake County. Mansmith stated that the entire amount will be put directly into their marketing campaign which includes the website and other social media outlets. The bureau has received 4 proposals from marketing firms and will be finalizing the contract upon receipt of the funds.

Motion/second (Neubauer/Sommers) to approve \$10,000 in funding to the GLCVB. Discussion held.

Sommers stated he would like to see the final proposal from the selected marketing team. Reabe requested

reports from GLCVB on the activities of the consulting firm and how the funds are spent at each meeting. **Motion/second (Neubauer/Baranowski)** to amend the original motion to include a consultant report at all regular meetings. All ayes – 1 abstain (Walsh). Motion carried. Vote on original motion as amended – all ayes – 1 abstain (Walsh). Motion carried.

COMMITTEE DISCUSSION

Discussion held on incorporating a county wide room tax.

Future Meeting Dates: February 13, 2017 at 8:30 AM to discuss EDC bylaws (EDC subcommittee).

Next regular meeting: April 7, 2017 at 8:30 AM

Future Agenda Items for action & discussion:

ADJOURNMENT

Motion/second (Field/Baranowski) to adjourn at 9:15 AM. Motion carried.

Submitted by

Liz Otto, Secretary

ECONOMIC DEVELOPMENT CORPORATION
Subcommittee
February 13, 2017

The meeting of the Green Lake County Economic Development Corporation Subcommittee was called to order at 8:30 AM on Monday, February 13, 2017, Green Lake County Government Center, Conference Room, 571 County Road A, Green Lake, WI. The requirements of the open meeting laws were certified as being met. The Pledge of Allegiance was recited.

Present: Liz Otto, County Clerk Scott Sommers
 Liane Walsh Phil Baranowski
 Marge Bostelmann – Absent Jay Dampier

Also present: Harley Reabe, Cathy Schmit

APPROVAL OF AGENDA

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

COMMITTEE DISCUSSION

- EDC Bylaws and Articles of Incorporation Update

UW-Extension Community Resource Agent Jay Dampier developed a survey for the 6 subcommittee members regarding possible changes and/or questions on the current EDC bylaws. Each section of the bylaws were discussed and changes will be drafted by Dampier. He will also discuss legal questions with Corporation Counsel and report back with his findings.

Future Meeting Dates: to be determined upon completion of the draft changes

Next regular meeting: April 7, 2017 at 8:30 AM

Future Agenda Items for action & discussion:

ADJOURNMENT

Motion/second (Baranowski/Walsh) to adjourn at 9:45 AM. Motion carried.

Submitted by

Liz Otto, Secretary

Otto, Liz

From: Jason Mansmith <jason@ripon-wi.com>
Sent: Monday, March 06, 2017 1:16 PM
To: Otto, Liz; Tony Daley
Cc: Liane Walsh; Roberta Martin; Matt Greget; 'Ken Schmidt'; Francine Weatherwax; 'Scott Mundro'; 'Princeton WI Chamber'; Berlin Chamber of Commerce; 'Lindsey Kemnitz'
Subject: GLCVB Monthly Report for EDC

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Greetings here is the report from the Green Lake Country Visitors Bureau.

We have recently selected Treehouse Creative to handle our social media marketing and content. Their contract with GLCVB began on March 1 2017. I have included our Facebook insights for the first few days and you can see our increase in views and frequencies of the posts because of this.

Page	Messages	Notifications	Insights	Publishing Tools	Settings		
Overview	All Posts Published						
Promotions	<input type="checkbox"/> Reach: Organic / Paid <input type="checkbox"/> Post Clicks <input type="checkbox"/> Reactions, Comments						
Likes	Published	Post	Type	Targeting	Reach	Engagement	Pro
Reach	03/06/2017 9:28 am	Green Lake Country Visitors Bureau's cover photo			148	26 11	
Page Views	03/04/2017 9:00 am	The Spring Market at the Town Square in Green Lake starts today			914	4 3	
Actions on Page	03/03/2017 11:55 am	Mugs in Downtown Ripon is helping us stay warm this morning			951	13 6	
Posts	03/02/2017 10:27 am	There's nothing quite like exploring the snow in Green Lake County			866	11 6	
Events	03/02/2017 10:20 am	Ripon's record low temperature on March 2nd is -24° not including wind chill			809	9 7	
Videos	03/01/2017 2:15 pm	Who doesn't LOVE a spring market? Come join us..... YOU are part of it!			101	2 3	
People	03/01/2017 11:37 am	It's funny how even just a week of spring makes you able to appreciate the snow			816	3 3	
Local	02/27/2017 9:53 am	Calling all of our awesome surrounding communities! Princeton WI Chamber of Commerce			191	9 3	
Messages	02/22/2017 10:20 am	Hey surrounding communities.....please come join us to help us celebrate our 100th anniversary!			145	5 4	

In addition several members of the GLCVB will be attending the Wisconsin Governors Conference on Tourism in the next week. Continuing education opportunities will be offered on a variety of topics, however a main focus of the conference will highlight recent trends and information on social media development and content creation.

All chambers that are part of the GLCVB have been invoiced for dues for 2017 and payments are coming in

April of 2017 will feature our last airing of the Green Lake Country episode of Discover Wisconsin. Press releases will be sent out to area media highlighting the broadcast airing.

GLCVB mailed out 10 guides in the month of February, and took 30 calls during the month.

Respectfully submitted,

Jason Mansmith

Executive Director, Ripon Chamber of Commerce

phone: 920.748.6764

mobile: 920.295.2556

address: PO Box 305 • 114 Scott St. Ripon, WI 54971

site: www.ripon-wi.com



Reabe, Harley

From: Harley or Janet <Inllumber@centurytel.net>
Sent: Wednesday, March 08, 2017 11:35 AM
To: Reabe, Harley
Subject: FW: Registration is Open! 📧

From: Bill Wheeler [mailto:tcredc@gmail.com]
Sent: Wednesday, March 08, 2017 11:24 AM
To: bjahnsgrams@co.marquette.wi.us; carlbrakebush@brakebush.com; d.e.abendroth@gmail.com; DEB.COURTHOUSE@co.waushara.wi.us; gohlke@centurytel.net; info@buffalolakecamping.com; jason.stauffacher.iy2h@statefarm.com; jay.dampier@ces.uwex.edu; jfarago@uniontel.net; 'Jon Bartz'; Inllumber@centurytel.net; ltimmm@pitnet.net; Michael Kapp; mjbandt@uniontel.net; MNeubauer@cityofprincetonwi.com; Patrick.nehring@ces.uwex.edu; Schmit, Cathy; Solis, Keri; tcredc@gmail.com; tjensen@firstnationalbanks.biz; agibeaut@co.marquette.wi.us; Bill Wheeler; frede@uniontel.net; gohlke@centurytel.net; Rfield@centurytel.net; romar@unitedcountry-romarandassociates.com; ssommers@nebat.com
Subject: FW: Registration is Open! 📧

Fyi wanted to make you all aware of this event taking place in our area. I'm on the local planning committee. Subject is right up our Wheel House regarding attracting younger people to our area take a look. I hope to have one complimentary registration. Contact me first come first serve.

Join us for the Rural Summit!

Is this email not displaying correctly?
[View it in your browser.](#)

WISCONSIN RURAL PARTNERS

**Rural Summit 2017
April 19-20
Heidel House Resort
Green Lake, WI**

Join us at the beautiful Heidel House Resort in scenic Green Lake for the 2017 Wisconsin Rural Summit. This is a great opportunity to gather together with other people who are passionate about a vibrant and thriving rural Wisconsin.

On day one, take a terrific bus tour of the Green Lake area's great businesses and communities, followed by a Farm-to-Table dinner. Be inspired by the young people who will shape the future of rural Wisconsin

On day two, enjoy presentations by the UW Applied Population Lab and from a number of those who are becoming the rural leaders of the future. Hear from rural entrepreneurs firsthand what it takes to attract young professionals, the key to successful place making.

[You can register online now!](#)

There are also sponsorship opportunities available. Does your business or organization support rural Wisconsin? This is a chance to connect with the people who make rural Wisconsin work. [Click here to learn more about sponsorships.](#)

Be sure to contact the Heidel House Resort to reserve your room. You can [make your reservation on the hotel web site](#), or call 800-444-2812. Act now, before our block of rooms sells out!

[Rural Summit 2017 Web Site](#)

[forward to a friend](#)

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