

ECONOMIC DEVELOPMENT CORPORATION

July 19, 2013

The regular meeting of the Green Lake County Economic Development Corporation Board of Directors was called to order by Roger Field, at 8:30 AM on Friday, July 19, 2013, Green Lake County Government Center, Conference Room, 571 County Board A, Green Lake, WI. The requirements of the open meeting laws were certified as being met.

Present: Roger Field Phil Baranowski Marge Bostelmann
Mary Lou Neubauer Dave Abendroth Scott Sommers

Absent: Ken Werth, Harley Reabe

Also present: Jack Meyers, Mary Rowley, Loni Meiborg, Dave Eiler, Jerry Disterhaft, Anna Koplin, Vicki Wielgosh and Tony Daley.

The Pledge of Allegiance was recited.

APPROVAL OF AGENDA

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

MINUTES

Motion/second (Baranowski/Neubauer) to accept the minutes of June 7, 2013. Motion carried.

CORRESPONDENCE – None

PUBLIC COMMENT

Mary Rowley, owner of the Goose Blind and member of the Green Lake Area Chamber of Commerce and past member of GLCVB: She read the article in paper regarding GLCVB and the relationship to GLCEDC. Rowley sees this as an opportunity to see what other avenues are out there for funding. We need to take our time looking at other avenues for opportunities of funding. Rowley is willing to sit on a committee to help look at ways to support tourism as we move forward. Field stated that the GLCEDC is not the keeper of county funding; it is up to the County Board.

DISCUSSION ON SUPPORT FOR GREEN LAKE COUNTRY VISITORS BUREAU

Dave Eiler appeared as the new President of the GLCVB. They interviewed for a new employee and believe they have a good person, strong in advertising and marketing. They have some funding but not as much as before and may need to cut back on the shows. Loni Meilbog gave a report on tourism in Green Lake County, what the GLCVB does, history of budget and expenditures and plans to move forward. She explained how important the trade shows are for promoting the area and the GLCVB is planning to increase their budget for trade shows. GLCVB would like the County to help with additional funding. Discussion that the GLCVB should make a presentation to the County Board and explain who they are and the need they have.

In closing Eiler stated that they are excited about the future and want the community to be thriving and bring people here. Discussion was held on how the County can support Tourism in Green Lake County.

Motion/second(Abendroth/Baranowski) to suspend action until a future meeting. Motion carried.

PURCHASE OF COUNTY ROAD MAPS

Bostelmann presented the County road map project. She stated that 7000 maps were purchased in 2009 for \$4,500. Discussion on whether the map is old technology and should printed maps be discontinued. Abendroth

believe the map should be available electronically because most people use their phones to access directions. Rowley stated that in her business the most requested item is a map for the area. Discussion was held. **Motion/second(Sommers/Abendroth)** that EDC not fund the printing of additional road maps at this time. Motion carried.

2013 ADVERTISING BUDGET

The GLCEDC has been approached to advertise in the Map and Wrap sponsored by the Town Square and the Green Lake Country Visitors bureau publication.

Motion/second(Baranowski/Abendroth) to carry over the decision on the advertising cost until the board has a presentation on trade shows. Motion carried.

DISCUSSION OF FUNDS FOR TCLI

Jason Kauffeld is now working in Madison. Discussion on how the Tri-County Leadership Initiative will move forward. Bostelmann stated that UWEX will be hiring a new Community Development Agent.

Motion/second(Neubauer/Abendroth) to table this decision until the Board has more information on the continuing process of the Tri-county Leadership Budget. Motion carried.

2014 BUDGET

A draft budget was presented for comments. Discussion was held on combining the brochure line item with the advertising-marketing line item.

Motion/second(Abendroth/Sommers) to suspend this until more information is available. Motion carried.

REPORT ON TRI-COUNTY ECONOMIC DEVELOPMENT CORPORATION

Field stated that Wheeler is putting together three meetings for this fall; the annual summit, a manufacturing businesses meeting and a meeting on the rule changes on the RLF under the Department of Administration.

TREASURER’S REPORT

Account Balances as of June 30, 2013

EDC account: \$13,988.75

Housing RLF: \$31,498.99

Motion/second (Neubauer/Baranowski) to accept the Treasurer’s Report. Motion carried.

VOUCHERS

Waushara County TREDC Support \$10,000

Motion/second(Baranowski/Abendroth) to approve the voucher. Motion carried.

COMMITTEE DISCUSSION

Future Meeting Dates: August 2nd at 8:30.

Future Agenda Items for action & discussion: The Princeton EDC has been invited to the August meeting. Presentation by GLCVB at a future meetings.

ADJOURNMENT

Motion/second (Baranowski/Sommers) to adjourn at 10:15 am. Motion carried.

Submitted by

Marge Bostelmann, Secretary