



# ***GREEN LAKE COUNTY***

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

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**Original Post Date: 06/01/2018**

**Amended\* Post Date:**

**The following documents are included in the packet for the Economic Development Corporation on June 8, 2018:**

- 1) Agenda
- 2) Draft minutes from 04/13/2018
- 3) GLCVB Advertising Report



**GREEN LAKE COUNTY**  
**ECONOMIC DEVELOPMENT CORPORATION**

Office: 920-294-4005

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

**June 8, 2018**

**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 – 04/13/2018
6. Correspondence
7. Public Comment (3 min limit)
8. Appearances
9. Resolutions/Ordinances
10. GLCVB Advertising Report
11. Treasurer's Report
12. TREDC Update
13. TREDC Report
14. Committee Discussion
  - Future Meeting Date & Agenda items:
15. 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**  
**April 13, 2018**

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, April 13, 2018, 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	Scott Sommers	Mary Lou Neubauer
	Harley Reabe	Phil Baranowski
	Lindsey Kemnitz	Bob Gintoft
	Liz Otto	

Absent: David Abendroth, Roger Field

Also present: Tony Daley, Berlin Journal; Scott Mundro, Green Lake County Visitors Bureau (GLCVB); Cathy Schmit, County Administrator (8:55)

**APPROVAL OF AGENDA**

*Motion/second (Baranowski/Kemnitz)* to approve the agenda. All ayes. Motion carried.

**MINUTES**

*Motion/second (Reabe/Baranowski)* to approve the minutes of February 2, 2018. All ayes. Motion carried.

**CORRESPONDENCE** – none

**PUBLIC COMMENT** (3 minute limit) –

Lindsay Kemnitz informed the committee about AB 547, an assembly bill concerning wetlands.

**APPEARANCES**

Ryan Long, Department of Workforce Development Regional Economist, introduced himself and stated he is a resource for the committee, Chambers of Commerce, etc. as a consultant on the area economy and labor issues. He will be providing a link to County Clerk Liz Otto regarding information specific to Green Lake County.

**EDC APPOINTMENTS**

Liane Walsh has formally resigned her position on the board. Harley Reabe stated that he would like to appoint Scott Mundro to the board to serve as a representative from the Green Lake County Visitors Bureau (GLCVB). The appointment would go before the Green Lake County Board of Supervisors in April.

*Motion/second (Neubauer/Baranowski)* to recommend to the Green Lake County Board the appointment of Scott Mundro to the EDC. All Ayes. Motion carried.

**DISCUSSION REGARDING EDC REPRESENTATIVE ON THE GLCVB**

See above

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**RESOLUTIONS - None**

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

Scott Mundro stated that the GLCVB will no longer be contracting with Treehouse for their social media advertising needs and they did receive a refund from them. They are in the process of hiring a new social media consultant and hope to add other platforms such as Instagram as well as video and photography services. Discussion held.

**TREASURER'S REPORT**

County Clerk Liz Otto gave an update on EDC checking account. The current balance as of March 31, 2018 is \$9,853.10. Monthly interest is currently at approximately .45/month. Check #1006 dated January 19, 2018 for \$2,500 for the Green Lake Country Visitors Bureau has now cleared the bank.

The housing grant checking account has a balance of \$110,525.75 as of March 31, 2018. Current interest is approximately \$4.90 per month. Discussion held on loan activity.

*Motion/second (Neubauer/Baranowski)* to accept the treasurer's report. All ayes. Motion carried.

**TREDC REPORT**

Harley Reabe stated that there is a TREDC meeting later this morning. Discussion will be held on administration of loans, loan history, and the Executive Director contract.

**Next regular meeting: June 8, 2018 at 8:30 AM**

**Future Agenda Items for action & discussion: TREDC update**

**ADJOURNMENT**

*Motion/second (Baranowski/Kemnitz)* to adjourn at 9:10 AM. Motion carried.

Submitted by

Liz Otto  
County Clerk



## **UPDATE FOR EDC APRIL 2018**

### **Facebook & Social Media Review**

#### Facebook Page Likes

January 2018 – 1555 (+6)

February 2018 – 1557 (+2)

March 2018 – 1567 (+10)

April 2018 – 1575 (+8)

Total New Likes in 2018: 26

#### Monthly Page Engaged Users

January 2018 108-175

February 2018 99-258

March 2018 218-459

April 2018 276-478

#### Daily Reach Range

January 2018 1-521

February 2018 1-215

March 2018 1-1169

April 2018 33-441

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Female 59% - Male 41%

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Top 5 States: Wisconsin, Illinois, Minnesota, New York, California

Top 5 Cities: Madison, Fond du Lac, Ripon, Oshkosh, Green Lake

Average Time Spent on Site: 1:26

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