

MEETING NOTICE

ECONOMIC DEVELOPMENT COMMITTEE MEETING

East Central Wisconsin Regional Planning Commission

Committee Members: Vacant (Chair), Alice Connors (Vice Chair), Allen Buechel, Brian Smith, Jerry Bougie, Ruth Winter, Jake Woodford

Place: Virtual or In-Person Meeting - East Central Offices (400 Ahnaip Street, Suite 100, Menasha)

Date: Wednesday, July 7, 2021

Time: 1:00PM

Meeting Link: <https://global.gotomeeting.com/join/418097813>

Phone Number: [+1 \(646\) 749-3122](tel:+16467493122)

Access Code: 418-097-813

Committee Members - Please contact the East Central office if you are unable to attend and arrange for an alternate to be present.

General Public - If you plan to attend, please contact the Administrative Coordinator, Erin Bonnin at ebonnin@ecwrpc.org to ensure the meeting space has social distancing accommodations.

Agenda

1. **Welcome and Introductions**
2. **Roll Call**
 - A. Introduction of Alternates, Staff, and Guests
3. **Statement of Compliance with Wis. Stats. Sect 19.84 Regarding Open Meeting Requirements**
4. **Pledge of Allegiance**
5. **Moment of Silent Meditation**
6. **Approval of Agenda / Motion to Deviate**
7. **Public Comment**
8. **Action Items**
 - A. Election of Chair and Vice Chair
 - B. Approval of the April 7, 2021 Economic Development Committee Meeting Summary of Proceedings

9. Informational / Discussion Items

- A. Staff Report
 - 1. EDA Grant News
 - 2. 2021-2023 Planning Partnership Grant
 - 3. CARES Act Grant
- B. WEDC – Wisconsin Tomorrow Main Street Bounceback Grant Program
- C. County Roundtable Discussion (*as time permits*)

10. Upcoming Meetings

- A. ***Commission Meeting:*** *The next Commission meeting will be held on Friday, July 30, 2021 at 10:00 a.m. at the City of New London City Hall. An agenda and meeting materials will be forthcoming.*
- B. ***Economic Development Committee Meeting:*** *The next Economic Development Committee Meeting will take place on Wednesday, October 6, 2021 at 1:00PM. Further details will be forthcoming.*

11. Adjourn

Any person wishing to attend this meeting or hearing, who, because of a disability, requires special accommodations should contact the East Central Wisconsin Regional Planning Commission at (920) 751-4770 at least three business days prior to the meeting or hearing so that arrangements, within reason, can be made.

DRAFT SUMMARY OF PROCEEDINGS

ECONOMIC DEVELOPMENT COMMITTEE MEETING

East Central Wisconsin Regional Planning Commission

Committee Members: Vacant (Chair), Alice Connors (Vice Chair), Allen Buechel, Mark Harris, Brian Smith, Ruth Winter, Jake Woodford

Place: Virtual or In-Person Meeting - East Central Offices (400 Ahnaip Street, Suite 100, Menasha)

Date: Wednesday, April 7, 2021

Time: 1:00PM

Committee Members Present:

Alice Connors, Vice Chair	Calumet County
Allen Buechel.....	Fond du Lac County
Aaron Jenson (Alt. for Brian Smith)	Waupaca County
Ruth Winter.....	Menominee County
Karen Harkness (Alt. for Jake Woodford)	Outagamie County
Mark Harris	Winnebago County

ECWRPC Staff and Guests Present:

Melissa Kraemer Badtke	Executive Director
Kevin Englebert	Assistant Director
Adam Pfefferle	GIS Specialist II
Erin Bonnin	Administrative Coordinator

Agenda

1) Welcome and Introductions

Ms. Connors welcomed attendees to the meeting and called the meeting to order at 1:01 p.m.

2) Roll Call

A. Introduction of Alternates, Staff, and Guests

Mr. Englebert announced the ECWRPC staff in attendance.

3) Statement of Compliance with Wis. Stats. Sect 19.84 Regarding Open Meeting Requirements

Mr. Englebert stated the meeting was posted in compliance with Wis. Stats. Sec. 19.84 regarding the Open Meetings requirement and that it was a legal meeting.

4) Pledge of Allegiance

5) Approval of Agenda / Motion to Deviate

Ms. Winter motioned to approve the agenda, Ms. Harkness seconded the motion. The motion passed unanimously.

6) Public Comment

There was no public comment.

7) Action Items

A. Approval of the January 6, 2021 Economic Development Committee Meeting Summary of Proceedings

Mr. Jenson motioned to approve the summary of proceedings, Mr. Buechel seconded the motion. The motion passed unanimously.

8) Informational / Discussion Items

A. Staff Report

1. 2021-2023 Planning Partnership Grant Update

Mr. Englebert provided an overview of the background of the planning partnership grant and described how the funding is being utilized at East Central Wisconsin Regional Planning Commission regarding staff activities and the Comprehensive Economic Development Strategy (CEDS). Mr. Englebert continued by providing an update on the current technical assistance projects. Mr. Englebert also highlighted the coordination concerning the ongoing pandemic recovery. Mr. Englebert also discussed the formation of a strategic planning process for Wisconsin's forestry sector and detailed the planning effort and goals.

2. CARES Act Disaster Recovery and Economic Resiliency Grant Update

Mr. Englebert provided an overview of the CARES Act grant and summarized the activities regarding the major components of the grant. Mr. Englebert highlighted that stakeholder interviews were taking place in the region and noted that staff have several more planned and upcoming. Mr. Englebert also noted the background research that was being conducted to investigate the data relating to COVID-19 economic impacts in the region(s) and explained the regional Economic Data Dashboard tool that will be used to assess the impacts of COVID-19 and how it will be a resource for the region going forward.

Mr. Pfefferle added that the tourism and retail chapters have been started and staff are currently working on a regional real estate section as well as an agricultural, forestry, fishing, and hunting section. Mr. Pfefferle also noted the

data source software being used, tools that will be available, and that staff are still in the design process of the dashboard.

Mr. Englebert also provided a request for qualifications submissions update regarding the small business and community technical assistance program. The request for qualifications was released last week and submissions are due toward the end of April.

B. American Rescue Plan Act of 2021 Discussion

Mr. Englebert provided an update regarding the American Rescue Plan Act of 2021. The act contains double the amount of funding than that of the CARES Act for EDA. A large portion of the funding is required to focus on the travel, tourism, and outdoor recreation sectors. A total of 7 applications were submitted for the CARES Act funding last year, 5 of which have been denied and two are still in process. Mr. Englebert will be reaching out to grantees whose applications have been denied in the past to see if they are willing to modify their applications or reapply for the new funding.

Discussion occurred around the possible parameters that the Economic Development Administration (EDA) will put on the application regarding outdoor recreation projects and when those guidelines were anticipated to be made available. Discussion also occurred around who would be able to apply for the funding and the application request that was submitted in the Fox Valley area.

C. New North Gold Shovel Program Participation

Mr. Englebert provided an overview regarding the Gold Shovel Program and provided background of the program. The original memorandum of understanding (MOU) between the East Central Wisconsin Regional Planning Commission, New North, and the Bay-Lake Regional Planning Commission has expired and negotiations have been initiated to renew the MOU. A challenge with the program is that there are not a lot of sites that are listed within the region. The goal of the program is to get as many sites listed as possible that are ready for development. Discussions are taking place as to what the program may look like going forward. Mr. Englebert provided an overview of the review process for the program and what the role of the regional planning commissions may look like moving forward.

Discussion took place regarding the direction that ECWRPC should take moving forward, whether or not this is a good use of ECWRPC staff resources and time, concerns regarding number of sites being submitted, the desire to see an increase in participation, use of private consultants moving forward for application assistance, and the option to try a renewed approach and remarketing the program.

There was committee consensus to move forward with the renewed approach and remarketing.

D. County Roundtable Discussion

Items included in the roundtable discussion were as follows: CDBG microbusiness grants, utility rent and mortgage assistance, and election changes.

Ms. Connors thanked Mr. Harris for his service on the Committee as this was his last Committee meeting.

9) Upcoming Meetings

- A. *Commission Meeting:*** *The next Commission meeting will be held on Friday, April 30, 2021 at 10:00 a.m. An agenda and meeting materials will be forthcoming.*
- B. *Annual Meeting:*** *The Commission's Annual Meeting will be held immediately following the Quarterly Commission Meeting on Friday, April 30, 2021.*
- C. *Economic Development Committee Meeting:*** *The next Economic Development Committee Meeting will take place on Wednesday, July 7, 2021 at 1:00PM. Further details will be forthcoming.*

10) Adjourn

Ms. Connors declared the meeting adjourned at 1:47 p.m.

TO: ECWRPC Economic Development Committee

FROM: Kevin Englebert, Assistant Director

DATE: June 30, 2021

RE: Staff Report – Economic Development Program

EDA Grant News

Over the past quarter, EDA has made two grant awards under the CARES Act in our region. New North Inc. received a \$500,000 EDA grant to conduct a broadband gap analysis for the 18-county New North region. The project will be matched with \$125,000 in local funds. In addition, EDA awarded \$1.5 million to the Menominee Indian Tribe of Wisconsin for economic resiliency and diversification planning activities. The grant to MITW is 100% federally-funded.

2021-2023 Planning Partnership Grant

From March until July 2021, staff have undertaken various activities to implement the planning partnership grant. Staff has assisted or will be providing technical assistance this year to the City of Waupaca, the Village of Little Chute, the City of Oshkosh, and the Menominee Indian Tribe of Wisconsin (MITW). Currently, staff is helping the City of Waupaca assemble an EDA - Local Technical Assistance program application to fund a planning study to determine the need for an innovation center. Staff reviewed their grant application draft and coordinated a meeting between Waupaca and EDA staff in early June.

Menominee Indian Tribe is pursuing a community kitchen/entrepreneurial space and was granted approval for facility plans to create a community kitchen. East Central staff recently met with tribal staff to discuss financing options and community engagement exercises for an existing building where the community kitchen will be located.

In addition to technical assistance activities, East Central staff has also continued to meet with regional stakeholders regarding economic development efforts. This includes participating in the Fox Cities Economic Development Partnership, Northeast Wisconsin Regional Economic Partnership (NEWREP), and the Oshkosh Weekly Partners meetings over the past few months.

During the fall of 2020, the Wisconsin Forestry Council invited East Central to participate in the formation of a strategic plan for Wisconsin's Forestry Sector. The planning effort is a joint collaboration amongst the Wisconsin Forestry Council, WDNR, WEDC, Senator Baldwin's Office, UW-Stevens Point, and three Regional Planning Commissions in Wisconsin (Bay-Lake, East Central, and Northwest). In May, staff participated in two statewide listening sessions for public input on Wisconsin's Forestry Sector. The Core Stakeholder Team is currently compiling and reviewing the results of those sessions, which will be the foundation of the strategic plan.

CARES Act Institutional Grant

Staff made considerable progress on grant deliverables for the CARES Act Institutional Grant this past quarter. Below are activity summaries regarding the major components of the grant:

Disaster Recovery and Economic Resiliency Plan

Over the course of the last three months, staff have assembled background research regarding the impact of COVID-19 to our regional economy. Staff have also conducted six stakeholder interviews with individuals and organizations throughout our region to support the data collection process. To date, 22 total stakeholder interviews have been completed with a goal of 40 interviews during the planning process. Staff have also continued developing draft components of the plan, including chapters on real estate and IT, as well as an economic data hub for our region. When completed, the hub will offer a combination of interactive maps, dashboards to show trends in economic data for the region, and offer links to other economic resources around our region. The goal of the hub is to track long term economic resiliency through data metrics for our region.

Small Business and Community Technical Assistance Program

Staff received six proposals from our Request for Qualifications (RFQ) for a regional Small Business and Technical Assistance Program. The intention of the program is to provide support to communities to respond to the impacts of COVID-19. After a detailed review and interview process, our Core Team selected Ayres Associates to contract with for the program. Program activities will include downtown walkabouts with communities in our region, a grant guidance webinar, a site selection consultation, and zoning code reviews for compatibility with changes brought on by COVID-19. Staff is working with Ayres on a contract with the goal of project kickoff in August.

WEDC – Wisconsin Tomorrow Main Street Bounceback Grant Program

In early June, the Wisconsin Economic Development Corporation (WEDC) reached out to East Central and the other regional planning commissions in Wisconsin about the Wisconsin Tomorrow Main Street Bounceback Grant Program. The program is intended to provide grants to businesses opening locations in vacant commercial spaces throughout the state utilizing funding from the American Rescue Plan Act. WEDC requested that the regional planning commissions administer the program on their behalf. Staff is currently reviewing program requirements and internal capacity, but has informed WEDC of our desire to participate in and administer the program. More information can be found in the memo titled **Wisconsin Economic Development Corporation – Proposed Wisconsin Tomorrow Main Street Bounceback Grant Program** dated June 15, 2021, and included in the meeting materials.

DATE: June 15, 2021

TO: ECWRPC Steering Committee

FROM: Melissa Kraemer Badtke, Executive Director

RE: Wisconsin Economic Development Corporation – Proposed Wisconsin Tomorrow Main Street Bounceback Grant Program

The Association of Wisconsin Regional Planning Commission (AWRPC) Directors met with staff from the Wisconsin Economic Development Corporation (WEDC) last week to discuss a new program that they are developing – Wisconsin Tomorrow Main Street Bounceback Grant Program. The goal of the Wisconsin Tomorrow Main Street Bounceback Grant program is to provide one-time assistance to new and existing businesses opening a new location or expanding operations in a vacant commercial space.

The Wisconsin Tomorrow Main Street Bounceback Grant program funds are available to for-profit businesses and non-profit organizations meeting the following draft criteria:

- Must be located in a region where approved entity has received an allocation.
- Must certify that the business has not or will not vacate a commercial space in Wisconsin to become eligible to claim this grant

The program will provide grants to approved entities with the capacity to deploy rapid response grants to businesses opening locations in vacant commercial spaces. The grants are to assist the business with costs associated with leases, mortgages, operational expenses and other business costs related to the newly opened location. Grants to businesses provide immediate recovery funding from the American Recovery Plan Act (ARPA) and lead to improved odds of a business opening or expanding and remaining open long-term. WEDC will contract with approved entities to distribute and administer these grants in their respective geographic areas of the state. It is anticipated that the Regional Planning Commissions will be working with WEDC to administer this program.

It is anticipated that the funding will be split between two state fiscal years. The first \$25,000,000 will be divided up and provided to each Regional Planning Commissions (RPCs) across the state based on population and the number of businesses within their region. It is anticipated that the RPCs, will receive funding within their allocation to administer the program. The second round of funding - \$25,000,000 will be available for business across the state on a first come first serve basis and the Regional Planning Commissions will need to have allocated their entire \$25,000,000 in order for additional businesses to be eligible to receive the funding. It is anticipated that each approved entity will receive grants in the amount of \$10,000.

It is anticipated that this grant program would begin in July or August. If the Regional Planning Commissions will be administering this program, the Commissions would be entering into a Memorandum of Understanding or contract with WEDC.

Staff will continue to discuss the details of this program with WEDC staff and evaluate East Central's staff capacity to administer this program. It may be necessary to hire someone to assist with the administration of the program. If this program moves forward with East Central and WEDC, a work program and budget amendment would be developed for the steering committee's consideration.