

MEETING NOTICE
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission

COMMITTEE MEMBERS: Alice Connors-Chair, Sam Kaufman, Kara Homan (Alt for Mayor Woodford), Nadine Miller, Gene Caldwell, DuWayne Federwitz, Steve Gueths, Jerry Bougie-Vice Chair (Perm Alt for Jon Doemel), Mark Rohloff (Perm Alt for Matt Mugerauer)

Place: In Person - East Central Office (400 Ahnaip Street, Suite 100; Menasha)
Date: Wednesday, October 4, 2023
Time: 1:00 p.m.

Members please contact the East Central office if you are unable to attend.

AGENDA

- 1. Welcome and Introductions**
- 2. Roll Call**
 - A. Introduction of Alternates, Staff, and Guests
- 3. Approval of Agenda / Motion to Deviate**
- 4. Public Comment**
- 5. Approval of the Minutes** of the July 12, 2023 Economic Development Committee Meeting
- 6. Announcements**
 - A. Staff Report
- 7. New Business/Action Items**
 - A. Discussion on the final draft of the Comprehensive Economic Development Strategy
 - B. Proposed Resolution 37-23: Resolution of Support for the Development and Submittal of the Economic Development Administration Planning Partnership Grant
 - C. Convene into Closed Session - The Committee will convene into closed session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes to deliberate or negotiate public contracts where competitive or bargaining reasons require a closed session.
 - D. Reconvene into Open Session - The Committee will reconvene into open session pursuant to section 19.85(2) of the Wisconsin Statutes to take action, if necessary, on the above matters.
 1. Action from closed session discussions
- 8. Informational/Discussion Items**
 - A. County Roundtable Discussion (*as time permits*)
- 9. Upcoming Meetings**
 - A. **Commission Meeting:** *The next Commission meeting will be held on Friday, October 27, 2023 at 10:00 a.m. Shawano County – DHS Conference Room, W7327 Anderson Ave., Shawano, WI 54166, An agenda and meeting materials will be forthcoming.*
 - B. **Economic Development Committee Meeting:** *The next Economic Development Committee meeting will take place on Wednesday, January 3, 2024 at 1:00 p.m. Further details will be forthcoming.*
- 10. 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.

**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission**

Date: Wednesday, July 12, 2023 – In Person

1. Welcome and Introductions

Chair Connors welcomed attendees to the meeting and called the meeting to order at 1:00 P.M.

2. Roll Call

Introduction of Alternates, Staff, and Guests.

Committee Members Present:

Alice Connors, Chair Calumet County
 Sam Kaufman (Virtual) Fond du Lac County
 Kara Homan (Alt. for Jake Woodford) Outagamie County
 Gene Caldwell Menominee County
 Steve Gueths Shawano County
 Mark Rohloff (Perm Alt for Matt Mugerauer) Winnebago County

Committee Members Absent:

Jerry Bougie (Alt. for Jon Doemel), Vice Chair Winnebago County
 Nadine Miller Outagamie County
 DuWayne Federwitz Waupaca County

ECWRPC Staff and Guests Present:

Melissa Kraemer-Badtke Executive Director
 Craig Moser Deputy Director
 Colin Kafka Associate Planner
 Rachel Roth GIS Analyst 1
 Leann Buboltz Administrative Coordinator

3. Approval of Agenda / Motion to Deviate A motion was made by Mr. Rohloff and second by Mr. Gueths to approve the Agenda as presented. Motion carried unanimously.

4. Public Comment - There was no public comment.

5. Approval of the Minutes of the January 4, 2023 Economic Development Committee Meeting Minutes By unanimous vote Ms. Connors approved the minutes

6. Announcements

- A. Election of Committee Chair – Mr. Kaufman nominated Ms. Connors as Chair, hearing of no others, Mr. Gueths moves to close nominations and cast unanimous ballot that Ms. Connors serves as Chair. A second was made by Ms. Homan.
- B. Election of Vice Chair – Ms. Homan nominates Mr. Bougie to serve as Vice Chair. Hearing of no other nominations, Chair Connors closed nominations and cast unanimous ballot for Mr. Bougie to serve as Vice Chair.

7. Informational/Discussion Items

- A. Staff Report – presented by Colin Kafka – Associate Planner
 - i. Disaster Recovery and Economic Resiliency Plan. Mr. Kafka shared with the members that this was a deliverable of the CARES Act funding. He noted that staff conducted one-on-one interviews with stakeholders many sectors were shown to be impacted by the Covid Pandemic. East Central staff conducted one-on-one interviews with stakeholders within each

of the sectors that were impacted. Once the interviews were completed staff analyzed data for each of the Counties and also at the Regional level. The results of the findings can be found in the Plan. Mr. Kafka went on record to acknowledge the creative work completed on the plan by Rachel Roth, GIS Analyst. Link available to review: <https://www.ecwrpc.org/wp-content/uploads/2023/07/ECWRPC-Disaster-Recovery-and-Economic-Resiliency-Plan.pdf>

- ii. Small Community Technical Assistance Program. Mr. Kafka reported that The Small Community Technical Assistance program was conducted in 2021 and 2022 by ECWRPC with the support of Ayres Associates. He noted that this program, funded through the EDA CARES Act Grant, provided day-long technical assistance workshops for selected communities under 12,000 residents. Communities applied for technical assistance on economic development projects that fit the scope of the program, resulting in eight selected in 2021-Village of Scandinavia; Village of Winneconne; City of Kaukauna; City of Ripon; Village of Hortonville; Marquette County; City of Seymour and City of Omro and four selected in 2022- City of New London; City of Berlin; Village of Campbellsport and City of Shawano.

Mr. Kafka stated that to continue the success of this program staff amended the Planning Partnership Grant with EDA to secure \$35,000 for a third round of assistance. He noted that currently, by working with a Core Team of local stakeholders representing public and private Economic Development Organizations (EDOs), the selection team have selected a consultant and anticipate signing a contract in July. To move ahead with the program, the ECWRPC Executive Committee will need to approve of a work program and budget amendment for the economic development program, followed by an approval of the contract. If approved, staff will have funding sufficient to provide four, day-long workshops with selected communities. Applications will be distributed across the region in July-August and scored in August-September with preparation for the visits occurring during September. It is anticipated that the workshops would be conducted the week of October 9-13. A final report will be provided by the consultant in December 2023.

- iii. Comprehensive Economic Development Strategy Update. Mr. Kafka reported that the Comprehensive Economic Development Strategy (CEDS) is a requirement of the Planning Partnership Grant and is updated annually with major updates occurring every 5 years. He shared that the last major update occurred in 2018. The main components of the CEDS required by EDA include:
 - Summary Background: An inventory of key economic markers and conditions of the regional economy
 - SWOT Analysis: A Strengths, Weaknesses, Opportunities, and Threats analysis is an exercise conducted with public and private stakeholders to discuss the health, competitiveness, and challenges inherent of the regional economy
 - Strategic Direction and Action Plan: Using the data from the summary background and SWOT analysis, a strategic direction and action plan identifies a regional vision, goals and objectives, and framework for implementation
 - Evaluation Framework: Performance measures for the region and ECWRPC are developed to evaluate the implementation of the strategic direction and action plan.East Central staff will host multiple County Focus Group meetings to discuss with administrators, community development professionals and other partner organizations economic development challenges and opportunities within their County. Input from the County focus groups will be included in the Comprehensive Economic Development Strategy. Mr. Kafka will be presenting the findings at the October Quarterly meeting.

B. County Roundtable Discussion (*as time permits*)

- i. Mark Rohloff – Winnebago. Housing in general is always on-topic. Dealing with work force housing and transportation is a big issue.
- ii. Gene Caldwell – Menominee shared that they have a huge public transit system. At one point the Casino would shuttle workers back and forth.

- iii. Steve Gueths – Shawano. Local groups are working on hiring a consultant to construct a portion of the Mountain Bike trail to keep it continuous.
- iv. Alice Connors – Calumet. Ariens Company laid off their 2nd and 3rd shifts, DWD is trying to assist those that need new jobs. Housing is an ongoing issue. The City of Chilton is working on new housing and affordable development.
- v. Kara Homan – Outagamie. The College Avenue Lane Reconfiguration is in the works and going well.

8. Upcoming Meetings

- A. ***Economic Development Committee Meeting:*** *The next Economic Development Committee meeting will take place on Wednesday, October 4th at 1:00 p.m. Further details will be forthcoming.*
- B. ***Commission Meeting:*** *The next Commission meeting will be held on Friday, July 28, 2023 at 10:00 a.m. To be held at New London Municipal Building - Council Chambers 215 N. Shawano St., New London, WI 54961. An agenda and meeting materials will be forthcoming.*

9. Adjourn - Chair Connors adjourned the meeting with the time noted at 1:45 p.m.

Respectfully submitted by
Leann Buboltz – ECWRPC Administrative Coordinator

TO: Economic Development Committee
FROM: Colin Kafka, Associate Planner – Lead Staff for Economic Development
DATE: September 27, 2023
RE: Economic Development Program Update

Below are updates regarding the recent initiatives of the ECWRPC economic development program.

Small Community Technical Assistance Program

Partnering with Ayres Associates, ECWRPC will be providing free technical assistance workshops to four communities in our region. We released a competitive application for technical assistance in August and scored and ranked applications in early September with a review team consisting of stakeholders from around the region. We received a total of eight applications and selected four communities to receive the assistance. Workshops will take place the week of October 9th in the following locations:

2023 Selected Communities for Technical Assistance

- City of Chilton (Calumet County)– October 9th
- City of New Holstein (Calumet County) – October 10th
- Village of Brandon (Fond du Lac County)– October 11th
- Village of Fremont (Waupaca County) – October 12th

Following the workshops, a final report will be provided by Ayres to document the results and provide recommendations. The program is now in its third year and we are excited to play an important role in providing support to small communities with visioning, planning, and stakeholder engagement. The 2021 and 2022 selected communities are below:

2021 Selected Communities for Technical Assistance*

- Village of Scandinavia (Waupaca County)
- Village of Winneconne (Winnebago County)
- City of Kaukauna (Outagamie County)
- City of Ripon (Fond du Lac County)
- Village of Hortonville (Outagamie County)
- Marquette County
- City of Seymour (Outagamie County)
- City of Omro (Winnebago County)

2022 Selected Communities for Technical Assistance*

- City of New London (Outagamie and Waupaca County)
- City of Berlin (Green Lake and Waushara County)
- Village of Campbellsport (Fond du Lac County)
- City of Shawano (Shawano County)

*These program cycles were funded through CARES Act funding, which provided 100% federal funding for these technical assistance projects.

2021-2023 EDA Planning Partnership Grant Updates

In addition to working on the 2023 CEDS and Small Community Technical Assistance Program, staff regularly participated on the Menominee Tribe of Wisconsin Economic Resiliency Project advisory team and the Community Foundation of the Fox Valley's Housing Strategy Task Force. Staff also participated on the evaluation team for the Outagamie County ARPA Childcare grant program.

In addition, staff has been participating on the WI Policy Academy Home Team - an initiative led by the WI Office of Rural Prosperity. The Policy Academy process is a collaborative learning environment in which teams from a state come together to work towards better collaboration between state and regional partners. In Wisconsin, this effort is focused on collaboration toward rural development goals. The Academy is an opportunity for states, economic development districts and other key stakeholders to drive strategic alignment with enhanced economic development outcomes and overall higher economic performance. The focus of Wisconsin's application was to create a process where the state is collaborating with EDDs and local partners to better communicate priorities, identify opportunities for demonstration projects that can attract federal funding, and support capacity building amongst the rural development stakeholders across Wisconsin.

Other notable events included attendance at the InDevelopment Conference held in Oshkosh on September 7th and the Greater Menominee Rural Partners Network roundtable discussion with Craig Buerstette, the United States Economic Development Administration (EDA) Deputy Assistant Secretary for Regional Affairs, and Julie Lassa, Wisconsin State Director of Rural Development held on September 19th. Staff plans to attend the WEDC Summit in Appleton on October 23rd-24th.

TO: Economic Development Committee
FROM: Colin Kafka, Associate Planner – Lead Staff for Economic Development
DATE: September 27, 2023
RE: Discussion on the Final Draft of the Comprehensive Economic Development Strategy (CEDS)

2023 Comprehensive Economic Development Strategy (CEDS)

The Comprehensive Economic Development Strategy (CEDS) document is a significant component of remaining a designated Economic Development District. EDA requires the Commission to complete a major update of the strategy every five years and a minor update to the strategy annually. With the last major update occurring in 2018, staff recently completed the 2023 CEDS, by working diligently over the course of past several months. The main components of the CEDS are:

- Summary Background: An inventory of key economic markers and conditions of the regional economy
- SWOT and Engagement: A Strengths, Weaknesses, Opportunities, and Threats analysis exercise was conducted with public and private stakeholders to discuss the health, competitiveness, and challenges inherent in the regional economy. Staff also met with county stakeholders over June/July to further discuss economic development issues and priorities in each county
- Strategic Direction and Action Plan: Using the data from the summary background and engagement, the strategic direction and action plan identifies the regional vision, goals, objectives, and actions to be implemented to address economic development challenges and capture opportunities
- Evaluation Framework: Performance measures for ECWRPC are identified to evaluate the implementation of the strategic direction and action plan. Partnerships, timelines, and evaluation metrics are also provided and will be reviewed annually

The draft CEDS is completed and has been made available for 30-day public review as of Friday, September 27th at: <https://www.ecwrpc.org/public-review/>

The 2023 CEDS will need to be approved by the ECWRPC Executive Committee and Commission prior to submittal to EDA by October 31, 2023.

Staff Recommendation: Staff recommends Committee members review the draft CEDS and provide feedback or suggested changes directly to staff by Wednesday, October 25th.

TO: Economic Development Committee
FROM: Craig Moser, Deputy Director
DATE: September 27, 2023
RE: Proposed Resolution 37-23: Economic Development Administration 3 Year Planning Partnership Grant

In 1984, the East Central Wisconsin Regional Planning Commission (ECWRPC) was designated as an Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration (EDA) under the Public Works and Economic Development Act of 1965. This designation qualifies ECWRPC constituent localities for various grant and loan funding opportunities through EDA.

The Public Works and Economic Development Act of 1965, Title III, establishes a planning assistance grant program for the funding of planning and programming of economic development activities by states, economic development districts, and redevelopment areas. The Economic Development Administration has invited ECWRPC to apply for the non-competitive 2024 – 2026 Partnership Planning Assistant Grant.

EDA has indicated that the East Central Wisconsin Regional Planning Commission is eligible for a three-year Partnership Planning Assistance grant of \$210,000, which must be matched with non-federal funds of \$90,000 (minimum) for a total of \$300,000 over the three-year performance period. Notably, the required local match has declined from 40% to 30% based on the economic statistics within the ECWRPC region. The net effect of that adjustment, is that the core Economic Development program had previously worked with a \$350,000 budget over the three-year performance period (\$210,000 federal, \$140,000 local), which would now be reduced to \$300,000. While the federal funding remains constant at \$70,000/year, the local match is reduced from \$46,666/year to \$30,000/year – a reduction of \$16,666/year.

EDA staff provided the following information to clarify the program funding:

On your current grant awarded in FY21, you were only eligible for a 60% grant rate based on EDA distress criteria. For the upcoming grant, you are eligible for a 70% grant rate. The EDA funding amount remains the same - \$70,000 per year or \$210,000 total on a 3-year grant. It's the amount of required match that changes based on the grant rate. Below is a breakdown of total project costs based on grant rates.

Partnership Planning - funding/grant rates

Federal	Grant rate	Local match	Total project cost
\$210,000	50%	\$210,000	\$420,000
\$210,000	60%	\$140,000	\$350,000
\$210,000	70%	\$90,000	\$300,000
\$210,000	80%	\$52,500	\$262,500

The preliminary budget approved by the Commission in July included the required local match in anticipation of the continuation of this core program area of ECWRPC. Staffing capacity is currently adequate for program implementation, with one Associate Planner dedicated to program deliverables with oversight and assistance from the Deputy Director, Director and support from the GIS team.

Proposed Resolution 37-23 would authorize ECWRPC staff to make application to the Economic Development Agency in the amount of \$210,000, which must be matched with non-Federal funds of \$90,000 (minimum) for a total of \$300,000 and enter into the required agreements to implement the grant, in order to provide eligible economic development planning and technical assistance activities in the East Central Wisconsin Region from 2024 – 2026.

Staff Recommendation: Staff recommends approval of Proposed Resolution 37-23.

PROPOSED RESOLUTION NO. 37-23

AUTHORIZING THE COMMISSION AS AN ECONOMIC DEVELOPMENT DISTRICT TO FORMALLY APPLY FOR THE ECONOMIC DEVELOPMENT ADMINISTRATION 2024-2026 PLANNING PARTNERSHIP GRANT, COMMIT THE REQUIRED LOCAL SHARE, AND TO EXECUTE THE NECESSARY AGREEMENTS.

WHEREAS, the East Central Wisconsin Regional Planning Commission has received authorization from the Economic Development Administration (EDA) as an Economic Development District (EDD) under the Public Works and Economic Development Act of 1965; and

WHEREAS, the Public Works and Economic Development Act of 1965, Title III, establishes a planning assistance grant program for the funding of planning and programming of economic development activities by states, economic development districts, and redevelopment areas; and

WHEREAS, the East Central Wisconsin Regional Planning Commission recognizes the need to qualify its constituent localities for the maximum level of grant and loan assistance available from the Economic Development Administration, and other potential funding sources; and

WHEREAS, the East Central Wisconsin Regional Planning Commission recognizes the need for a continuing economic development process capable of meeting the planning, coordination and implementation requirements of the region; and

WHEREAS, The Economic Development Administration has stated the East Central Wisconsin Regional Planning Commission is eligible for a three-year Partnership Planning Assistance grant of \$210,000, which must be matched with non-Federal funds of \$90,000 (minimum) for a total of \$300,000; now, therefore

BE IT RESOLVED BY THE EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION:

Section 1. That the Commission, in conjunction with its authorization as an Economic Development District Organization, be authorized to make application to the Economic Development Agency in the amount of \$210,000, which must be matched with non-Federal funds of \$90,000 (minimum) for a total of \$300,000 in order to provide economic development activities in the East Central Wisconsin Region.

Section 2. That the Commission be authorized to enter into the necessary agreements to carry out the purposes of a planning partnership grant, as amended, from the Economic Development Administration.

Effective Date: October 27, 2023

Submitted For: Economic Development Committee

Prepared By: Craig Moser, ECWRPC Deputy Director

Alice Connors, Chair – Calumet Co.

Melissa Kraemer-Badtke–ECWRPC Executive Director