

Approved
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