

# Florence County Economic Development COMMITTEE MEETING

*MISSION: EDC will retain, expand and recruit a diversified business population which provides broad and varied job opportunities while safeguarding the area's natural surroundings.*

**Date: April 27th, 2015**

**Time: Monday, 4:30 pm - 2<sup>nd</sup> Floor Conference Room – Courthouse**

## **1. Call to order and roll call**

The meeting was called to order by Chairman, L. Neuens. Members J. Bomberg, G. Steber, J. Halada, L. Neuens and L. Dzekute were present. Director W. Gehlhoff and Robert and Rose Zadek were also present.

## **2. Approve agenda**

The agenda was approved on a motion by G. Steber, J. Halada 2<sup>nd</sup>, motion carried.

## **3. Approve minutes**

The minutes were approved on a motion by J. Bomberg, G. Steber 2<sup>nd</sup>, motion carried.

## **4. Information address list policy**

Committee discussed Diane Roethel's (Fay Lake Resort) request to receive the mailing list of all individuals who request information from the Visitor Center. After discussion, a motion was made by G. Steber, J. Bomberg 2<sup>nd</sup> to deny this request due to privacy/junk mail issues. Motion carried (J. Halada opposed).

## **5. Adjourn to Closed Session**

Motion by G. Steber, L. Dzekute 2<sup>nd</sup> to adjourn to Closed Session pursuant to the following:

- WI State Statute 19.85(1)(e) For the purpose of deliberating or negotiating the purchase of public properties, the investment of public funds, or conducting other specified public business whenever competitive or bargaining reasons require a closed session as related to commercial projects.

A roll call vote was taken and all members voted Aye. Motion Carried.

## **6. Reconvene to Open Session and take action if appropriate**

Motion by G. Steber, J. Bomberg 2<sup>nd</sup> to reconvene to Open Session to take action, if appropriate, on matters discussed in Closed Session. Roll call vote was taken and all members present voted Aye. Motion carried. A motion was made by L. Dzekute, G. Steber 2<sup>nd</sup>, to approve an initial incentive of \$100,000 followed by pay as you go payments to reach a maximum of \$750,000 total TIF incentive for the \$5 million+ Birchwood Meadows 65 unit Assisted Living project being developed by Robert and Rose Zadek. Motion carried. This will go forward first to Audit & Budget then County Board for final approval.

## **7. TIF District Update**

Director updated committee on TID projects and baseline value correction approved by the state. First partial year of TID showed a 0.53% increase in TID value. No new projects were in first assessment.

## **8. Update on other EDC Projects**

The attached EDC Project Update was reviewed with committee members.

## **9. Board Member Concerns**

J. Bomberg expressed her pleasure with the Fab Lab project work in partnership with our school district.

## **10. Adjournment**

On a motion by G. Steber, J. Bomberg 2<sup>nd</sup>, the meeting was adjourned. Motion carried.

Respectfully submitted,

Wendy Gehlhoff – FCEDC Director

# EDC Project Update 4/27/15

- **RLF Loan Program**
  - 14 RLF loans in Fence, Florence, Tipler, Long Lake. Balance to loan out \$180,000. Loans all current.
  - Press release about program to Mining News, Daily News, website, County Newsletter and others.
- **Forest Products Industry Support**
  - Located speakers and sponsors for 4/16/15 11<sup>th</sup> Annual Sustainable Forestry Conference. 160 attended.
  - CNNF SPA #1: 235 acres, 2.35 MMBF for \$150,000 of goods had 5 timber bids. Harvesting started.
  - Worked with Congressman Duffy and Senator Baldwin's DC aides on letter to CNNF Forest Supervisor to pressure for a much larger 2<sup>nd</sup> SPA ASAP. Duffy, Ribble, Johnson and Baldwin all signed. SRI has 2<sup>nd</sup> SPA.
  - \$25,000 WEDC grant work with NewNorth/Grow North region Hardwood Products Market Expansion.
- **Business Development and Entrepreneur Support**
  - Facilitated "Resources to Grow your Tourism Business" with our Tourism area rep. 11 people attended.
  - Chamber newsletter detailed events and 2 new businesses: Kiddie Cottage + Eagle Marine & Sport Club.
  - Next newsletter will highlight new Superior Auto Detailing and two new bar owners in Long Lake.
  - Continued work on Independent/Assisted Living facility project in Florence TID.
  - Pursued update to Lodging Study for TID. AmericInn visited Florence. Working with Developer and hotel study person to prepare presentation to potential investors – targeting late May.
  - Facilitating DCHS and pharmacist partnership to establish small pharmacy in the Florence medical clinic.
- **TIF District (TID)**
  - Family Dollar started building. Store to open late July. Apply for jobs at Crystal Falls store.
  - Investigated small reduction in TID value from 2013 to 2014. ID'ed discrepancy in Florence Hardwoods personal property taxable value. DOR will be correct giving TID to a positive growth from 2013 to 2014.
  - Florence Transport building project will not be complete for assessment by end of December, so it will show growth on 2015 assessment payable in 2016. Upfront monies are not paid until building is done.
- **Tourism and Website Projects**
  - Handled radio and print promotions for 3<sup>rd</sup> Annual Mike Roberts Memorial Ski Race & Lessons event at Keyes Peak. 80 kids from our region participated.
  - Working with Pat Smith, Lori Moore and our Legislators to get DNR funding for WRIC back into budget.
  - Facebook likes have grown to 8300 vs. 3000 last summer and 700 during 2012 summer due to grant projects driving people there and Lori Moore adding unique posts. Dickinson County has only 2000.
  - Working with TORPEDOS students and Meg on Dog Park signs, benches and details that will be located behind new RV Dump Station at the Visitor Center to draw in more US 2 traffic. Found used fencing.
  - Promoting Badwater Bass Tourney July 11th with no Ski-ers show or band.
  - Organizing 50<sup>th</sup> Anniversary of the Wild Rivers state designation on June 13<sup>th</sup> with paddle on June 12<sup>th</sup>.
  - Promoted Wild Rivers/County at Madison Canoecopia 3-day trade show w/ Pat Smith & Aaron Johnson.
- **Northwoods Rail Transit Commission (NRTC)**
  - NRTC applied for WI-FRPP grant to purchase 40 new public owned log cars with 10 cars as match by CN.
  - Minor word change needed for this program to allow rolling stock application. WMC addressing this.
  - Building freight shipper decision maker network in now 20 counties to get data to prove business to CN.
  - Early May meeting to initiate next DOT TIGER grant application for another 50 regional public log cars.
- **Other Projects**
  - Wrote DWD Fast Forward grant with FHS Supt. to develop a **Fab Lab** at FSD to feed workers to industry.
  - Facilitated 1<sup>st</sup> Industry Advisory Committee mtg for Fab Lab in with NWTC & FSD Superintendent.
  - Fab Lab curriculum will expose students to high demand, good paying, safe, clean manufacturing jobs.