



## Board of Directors Meeting

Friday, January 9, 2015  
Wisconsin Public Service  
Rhineland, Wisconsin

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### Members and Guests Present:

Albert, Phil	Berry, Chris	Burr, Naletta	Close, Angie	Egan, Bob
Ehrfurth, Paul	Gehlhoff, Wendy	Heikkinen, Derek	Hintz, Tim	Jameson, Joshua
Kuzlik, Dan	Maule, Ken	Sage, Lisa (Recorder)	Skallerud, Ron	Sorgel, Collette
Schreiber, Angi				

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## BOARD OF DIRECTORS MEETING MINUTES

### I. Call to Order, Welcome and Introductions

President Tim Hintz called the meeting to order at 10:10 AM

### II. Approval of Agenda and Minutes

The current agenda [Exhibit A] and the minutes from the December 5, 2014 Board of Directors (BOD) Meeting in Rhineland [Exhibit B] were distributed and reviewed, and approved with the following changes: Collette Sorgel's loan was in the amount of \$175,000, not \$17,500, and Phil Albert was asked (not appointed) to be interim president until the March elections.

◆ *Motion to approve the agenda as written and minutes as revised (Collette Sorgel), second (Ron Skallerud), motion carried.*

### III. Treasurer's Report

Because he was unable to attend the meeting, Pete Otis sent out the financial report (as of December 31, 2014) by email January 8, 2014. Tim Hintz distributed the financial report and it was reviewed and approved. Angi Schreiber noted that there have been significant deposits since December. [Exhibit C]

◆ *Motion to approve the financial report and document as provided (Phil Albert), second (Wendy Gehlhoff), motion carried.*

### IV. Executive Director's Report

Angi Schreiber reported on her recent activities:

- She announced that Forest County will be opening a Workforce Development Center in their Chamber office in February, 2015.
  - She is anticipating holding a workshop with Forest County boards soon and is also working to rebuild relationships with the Potawatomi Tribe, hoping to get them involved and with representation at the table.
- After touring the Three Lakes Fab Lab, she was asked by Fab Lab Director Steve Yahr to represent Grow North on their steering committee; she has attended one meeting.
- She distributed a thank-you note for members to sign for Fred Rudebusch, new Cornerstone Member, who recently donated \$2,000. He would like to be on the board if possible, and she asked for consideration during the March elections.
- It was noted that Fred from CESA #9 has \$30,000 in funds available.
- She noted that Grow North's bylaws need to be reviewed and most likely updated. Paul Ehrfurth and Phil Albert noted there may be organizational structural changes within Grow North that will need to be updated in the bylaws as well. Naletta Burr, Wisconsin Economic Development Corporation (WEDC), added that laws

should follow the actual changes to the organizational structure, and once functionality issues have been identified, it will be easier to update the bylaws at a later date. [Exhibit D]

- Angi noted that the interim executive board positions ready for voting are for three months only, as regular elections will be in March, 2015. Members expressed concern about so many open positions on the board.
- Paul Ehrfurth read through the points of discussion from the last work plan meeting and noted that as of today's date, there is no president, vice president, or secretary. He wondered if there needs to be fundamental changes to the organization to promote better buy-in and involvement by executive committee members. He feels that currently, there is a very obvious lack of participation, and asked the group if they felt Grow North was effective using the current organizational model.
  - There was a long discussion about regional economic development organizations throughout the state (i.e., counties/municipalities, private/public stakeholders).
  - It was decided that Grow North is in a unique position and able to create a new business model addressing regional issues and showing value to all stakeholders. Although at this time Grow North has a lack of private sector commitment, the cooperation of area EDC directors has been vital to the success of the organization. In other words, the energy is there, but the framework needs to be tweaked.
  - The key to long-term success will be the willingness of counties to work on broader projects beyond their local initiatives. It is important to create a revised structure that works best for this region, one that creates awareness about Grow North and promotes both public and private sector involvement.
  - It was pointed out that Grow North's function isn't to create jobs, but to support the member counties in their efforts to create jobs, and this message of collaboration must be well marketed and advertised so member counties realize the intrinsic value of having Grow North at the advocacy level that will help support local EDCs and county initiatives.
  - Bob Egan suggested a 5-minute informational video presentation be created to showcase Grow North, its purpose and achievements. It could be presented at county board meetings, to help "sell our product". Naletta Burr added that it should focus on what has been done, but also ensure that people know what Grow North is currently doing and plans to do, to give the video a longer shelf life. This would be a great addition to the website and social media sites.
- Special Projects Budget [Exhibit E] voting, with the following noted:
  - Create marketing budget by earmarking \$5,000 which will be matched by WEDC contribution of \$5,000.
  - There was discussion regarding a donation to Northwoods Women in Business (NWIB) Conference, April 10, 2015 to provide scholarships. It was decided to donate \$2,500.
    - ◆ *Motion to approve the \$2,500 donation to NWIB (Joshua Jameson), second (Wendy Gehlhoff), motion carried.*
    - ◆ *Motion to approve the 2015 budget including the \$5,000 added to marketing area and \$2,500 donation to NWIB (Phil Albert), second (Bob Egan), motion carried.*
- Interim Executive Board Positions voting:
  - Nominees: President- Joshua Jameson, Vice President- Wendy Gehlhoff, Secretary- Collette Sorgel (each nominee accepted the nomination)
    - ◆ *Motion to set aside current bylaw quorum language to allow a vote for these positions (Ron Skallerud), second (Paul Ehrfurth), motion carried.*
    - ◆ *Motion to allow anonymous ballot vote for candidates as nominated (Paul Ehrfurth), second (Ken Maule), motion carried.*
- 2015 Meeting Schedule voting, with the following noted:
  - Angi will distribute meeting schedule (after revisions to change April 3 meeting to April 10 due to holiday).
    - ◆ *Motion to approve the 2015 meeting schedule as revised (Bob Egan), second (Joshua Jameson), motion carried.*

## V. County Reports

Florence County (Wendy Gehlhoff) ~ Current Projects: Assisted living facility, potential pharmacy, possible Fab Lab, RV dump station, and a dog park this spring. They'll also host a ski event on 1/31/15. Check [exploreflorencecounty.com](http://exploreflorencecounty.com) website for more information.

Forest County (Joshua Jameson) ~ Current Projects: Workforce Development office, \$86,000 in revolving loan fund, donation of \$38,000 by Town of Laona, WEDC meeting, potential off-road park, health food store in

Crandon, and Tex-Mex restaurant/hotel (old Grand Plank Hotel) as well as walking museum/boardwalk in Wabeno.

Langlade County (Angie Close) ~ Current Projects: Water main project spring 2015 (public facilities grant awarded to Antigo), snowmobile trails open now, new mobile app/streaming winter activities report available on WHDG targeting Chicago market, and partnering with Northcentral Technical College (NTC) for a workforce development project in conjunction with local manufacturers.

Lincoln County (Ken Maule) ~ Current Projects: Merrill is undergoing a downtown revitalization plan, completed grant application for property improvement along river that could create 15-20 acres of industrial land available for development, city representatives in talks for possible aquaphonic business to grow fruit and vegetables, progress on existing facility projects, and portions of the Riverbend Trail opening this spring.

Marinette County (No update)

Oconto County (Paul Ehrfurth) ~ Current Projects: Published and distributed a new visitor's guide with 15-20 new ads and 8-10 new pages, trails committee pledged money to put uniform GPS signage on all snowmobile and ATV trails in county if matched by local clubs, received grant for business incubator and manufacturing incubator and now looking for a consultant, and a new 50-room hotel in Oconto Falls that will boost lodging availability. Note: Angi mentioned that when doing promotions, all counties should copy her so it can be highlighted on the Grow North website.

Oneida County (No update)

Vilas County (Bob Egan) ~ Current Projects: Investors putting together \$15-17,000 package for computers and video equipment for Phelps High School, incubators have graduated four businesses, two businesses currently in the manufacturing incubator, two other businesses working on business plans for spring, 12 in current e-seed class (with 31 graduates in past years), putting together a GPS-friendly mobile app for hiking and biking trails, snow bike trails will be opening soon as well, and trying to put together a privately-funded venture capital group to help businesses not able to get conventional loans.

#### **VI. Presentation**

Northeast Wisconsin Forest Improvement Coalition (NEWFIC) speaker Al Murray needed to reschedule due to illness.

#### **VII. Old Business (and additional New Business added to agenda)**

Wendy Gehlhoff asked for a letter of support for the Blueprint of Prosperity grant to support Florence County's bid for a Fab Lab. Phil Albert suggested that Grow North might consider a financial contribution.

◆ *Motion to go forward with a letter of support for Florence County's Fab Lab, indicating that Grow North will consider financial assistance at the appropriate time (Angie Close), second (Phil Albert), motion carried.*

◆ *Motion to go forward with a letter from Grow North to DOA/HUD in regards to collaborative funding and the revolving loan fund for small cities in particular (Wendy Gehlhoff), second (Paul Ehrfurth), motion carried.*

#### **VIII. Adjourn**

◆ *Motion to adjourn at 12:45 PM (Phil Albert), second (Angie Close), motion carried.*

#### **Next BOD Meeting:**

Friday, February 6, 2015 at 10 AM  
Nicolet College, Northwoods 208  
Rhineland, Wisconsin

Please Note: Exhibits available by request. Email [lsage@nicoletcollege.edu](mailto:lsage@nicoletcollege.edu) to request a PDF copy.

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