

## Green County Development Corporation Board Notes

Thursday, June 15, 2023

1. **Attendance:** Richard Thoman (AmericInn, County Board, City of Monroe), John McNeil (Big Radio), Ron Schaaf (Bank of New Glarus), Ellen Tyler (SWWRPC), Ron Markham (Wisconsin Bank & Trust), Dave Sawdy (Woodford State Bank), Joan Rufenacht (Green County Board), Amy Charles (Blackhawk Technical College), Kathy Ryan (Monroe Truck, Tracy Pierner (Blackhawk Tech), Gabe Altenbernd (Belleville Administrator), Lauren Freeman (New Glarus Administrator), Donna Douglas (Monroe Mayor), Bob LeBarre (Monticello interim Administrator), Nikki Atley (Thrivent), Doug Sutter (Keller Builds), Olivia Otte (Green County Development Corporation) Tracy Brewer (Green County Development Corporation).

2. **Call to Order:** Olivia Otte, GCDC Executive Director called the meeting to order at 7:31 am.

### 3. Approval of Agenda, Minutes (November 2022), and Financials:

Agenda: 1<sup>st</sup> Jon McNeil; 2<sup>nd</sup> Joan Rufenacht

Minutes from January and February approved: 1<sup>st</sup> Ron Schaaf; 2<sup>nd</sup> Dave Sawdy

Financials approved: 1<sup>st</sup> Doug Sutter; 2<sup>nd</sup> Ron Markham

### 4. Events Update/Staff Update:

Olivia provided a brief report and update.

- Business Retention and Expansion (BRE) meetings with investors and other businesses are in the planning stages to plan for future goals and services GCDC can provide.
- Broadband:
  - Brodhead CEA grant application with the UW Extension is in the early stages of approval
  - Green County IT, SWWRPC, with GCDC partnering for rural broadband. GCDC role is contacting rural businesses to get feedback and attract providers for grant writing.
- Green County Leaders graduation (32 people); registration for next year open. 17 currently applied, capped at 25 so please get applications in.
- Aspiring Leaders kickoff – 50 people in attendance. Next session June 15 in New Glarus. The goal of the program is to retain and attract young professionals
- Housing Construction Cooperative with MHS, SSM Health, BTC and GCDC will begin in the fall. Rehab of a local home to begin within the second trimester. Grant applications are moving forward, but local funding sources are being recruited as well.
- Housing Summit – approximately 100 people in attendance. The Green County Healthy Community Coalition is working with other groups to create action steps.
- Marketing – Website is getting looked at – 2400 opens since February launch with 58% engagement. Newsletter about 700 sent with 45% open rate (industry average 21%), LinkedIn 640 followers, FB 831 followers, with post reach about 2900 and page reach about 4900. 50% engagement, 70% female age 35-54. Showing steady increases. Materials and banner samples shared.
- Marketing is in need of GCDC investor/partner spotlights and Green County Leaders spotlights for alumnus and projects. Contact [tracy@greencountydevelopment.com](mailto:tracy@greencountydevelopment.com)

### 5. Community Roundtable/Partner Reports/Board member Business for the Good of the Order:

**Donna Douglas (Mayor Monroe):** a new administrator has been hired, an announcement will be made soon.

**Tracy Peirner (BTC):** -announced the newly opened University Center will host 12 Bachelors and Masters programs on campus. This is in line with the Associates of Arts and Associates of Science pathways similar to community colleges.

*-Rock University High School known as middle college for 9-12<sup>th</sup> grades graduated 5 students with their associates degree before high school graduation. BTC will be working with Monroe for a hybrid program.*

*-Advanced Manufacturing Tech Center will be opening on the central campus after consolidation and sale of several remote campuses. The reduction in square footage will allow support of industrial equipment in partnership with Monroe High School with the new facility.*

**Ellen Tyler (SWWRPC):** *SWWRPC is working with the strategic broadband projects and with housing studies in Green County municipalities. They are also setting direction for the Comprehensive Economic Development Strategy for the 5 counties they are in. Look for future meeting opportunities to provide information to support this project to assist with federal grant funding.*

**Ron Markham (Wisconsin Bank & Trust):** *shared impressions of MHS Launch program and the importance of connecting businesses to get the students involved and keep them in the county.*

**Doug Sutter (Keller Builds):** *supply chain is improving for scheduling minus electrical switch gears and transformer parts which still have a year wait.*

**Nikki Austin (Thrivent):** *Thrivent Food Drive brought in 1100 items for the pantry and Thrivent matched. Pantries are in need, so consider holding a food drive at your company.*

*-the present school board information sessions will take place on the 26<sup>th</sup> for the land vote for the new high school. The current option includes a land swap with the first opportunity.*

**Jon McNeil (Big Radio):** *congrats to Brodhead girls softball on their state win and good luck to the boys state finalists. Big Radio broadcasts these events as well as the Dairy Breakfasts. Devoe Farms breakfast brought in over 3500 people. Reminder that Spotlight Green County is open to new spotlights – recently Kiwanis and Optimists talked about their volunteer opportunities and the great disparity for kids. Reminder of the Balloons and Blues Fest this weekend, and Green County Fair July 19-23<sup>rd</sup>.*

**Amy Charles (BTC):** *new CNA class is full at 16, Monroe campus is now on block scheduling to match with the high school which helps them gain credits at BTC, a fall EMT class is scheduled to meet the demand and shortage in the area. September 20 the DWD will be hosting a Winning with Wisconsin Job Fair at Monroe BTC.*

**Kathy Ryan (Monroe Truck):** *CFO and VP of HR in North America reside in Monroe. The executive team is currently in Zurich. Chassie wait times have improved, but orders are still out to a year wait time.*

**Richard Thoman (City of Monroe):** *reminder that it is event season and conversation about Beef-a-Roo coming to town.*

**Gabe Altenbernd (Administrator City of Belleville):** *Belleville is working on Economic Development Initiatives for the coming fiscal year.*

**Lauren Freeman (Administrator New Glarus):** *talked about the chamber events and the boost to the communities, recent Beer Brats and Cheese Fest brought about 2,000. Blues Brews and Food Trucks is coming up*

**Bob LeBarre (interim Administrator Monticello):** *the 3 year waste water treatment upgrade is complete. There are several capital improvements coming up with streets and a new well. There is a shortage of public safety personnel, including life guards that decreased the summer pool hours. Monticello Homecoming Days is coming the second week in July.*

**Dave Sawdy (Woodford State Bank):** *the newest branch of Woodford State Bank is open in South Wayne.*

**6. Next Meeting:** Next week July 20 at 7:30 am via Teams.

**7. Adjourn:** The meeting adjourned at 8:23 AM