

County of Buffalo
Alma, Wisconsin
Notice of Public Meeting

AGENDA

Committee: Economic Development
Date: Thursday, March 17, 2022
Time: 10:00 After Finance Committee
Location: 3rd Floor County Board Room
Buffalo County Courthouse
407 S. 2nd Street
Alma, Wisconsin 54610

Remote Access: [Click here to join the meeting](#)

The meeting is open to the public. The following matters may be considered and acted upon at the meeting, but deviation from the order shown may occur:

1. Call to Order
2. Public comment regarding any matters that will be taken up by the Committee at this meeting.
3. Review/Discussion/Action ~ Minutes of Previous Meeting
4. Review/Discussion ~ Financial Update
5. Review/Discussion/Action ~ Branding “North of Eight”
6. Review/Discussion/Action ~ Update (Great River State Trail – Winona Connector)
7. Review/Discussion/Action ~ Year End Report
8. Review/Discussion/Action ~ Resignation
 - a. Way Forward
 - b. Project Handoff
9. Review/Discussion ~ Mangers Report
10. Review/Discussion ~ Committee Chair Report
11. Review/Discussion/Action ~ Next Meeting Date and Time
12. Public Comment Not Related to Agenda Items
13. Adjournment

Date: March 10, 2022

Chair Max Weiss

By: _____
Stephen S. Schiffli, Manager, Economic Devel.

Board Members: If unable to attend, please contact the Chair. If the Chair is unavailable, please contact the County Clerk’s Office at 608-685-6209. If the Chair and the County Clerk are not available, please call the Administrative Coordinator at 608-685-6234.

Persons with Disabilities: Buffalo County shall attempt to provide reasonable accommodations to the public for access to its public meetings, provided reasonable notice of special need is given. If you require special accommodations to attend this meeting, please contact the County Clerk’s Office at 608-685-6209.

Public Access to the Courthouse: The South Entrance will be the only access to the building after 4:30 p.m.

Persons who are members of another governmental body, but who are not members of this committee, may attend this meeting. Their attendance could result in a quorum of another governmental body being present. Such a quorum is unintended, and they are not meeting to exercise the authority, duties, or responsibilities of any other governmental body.

BUFFALO COUNTY MINUTES

Committee of the Board: Economic Development Committee

Date of the Meeting: Thursday January 20, 2022

Chair Mr. Max Weiss called the meeting to order at 10:30 a.m. at the Buffalo County Courthouse, County Board Room in Alma, Wisconsin.

Board Members Present: Mr. Max Weiss, Mr. David Danzinger (TEAMS), Mr. Brad Schmidtknecht, Mr. Thomas Taylor and Ms. LeeAnne Bulman.

Others Present for All or Parts of the Meeting: Mr. Dennis Bork, Ms. Roxanne Halverson Mr. Steve Schiffli, Mr. Ryan Van DeWalle, (TEAMS) Lisa Schuh, (TEAMS) Marvin Rieck, (TEAMS) Brommerich News Service.

Public Comments regarding Agenda Items: There were no public comments.

Review/Discussion/Action ~ Minutes of Previous Meeting

A motion was made to approve the minutes as written by Mr. Schmidtknecht and seconded by Ms. Bulman. Roll call vote was taken, carried with all ayes.

Review/Discussion ~ (Update) Financial Report- Mr. Schiffli presented a financial update. There were no questions.

Review/Discussion/Action ~ Economic Development Job Description

Mr. Schiffli presented the Economic Development, Grant Writer, Deputy Veteran Service Officer Job Description to the committee for their review of the economic development position duties. A discussion was held. A motion to approve the job description was made Mr. Bulman and seconded by Mr. Schmidtknecht. A roll call vote was held, motion carried with all ayes.

Review/Discussion/Action ~ Economic Development 2022 Objectives

Mr. Schiffli presented the Economic Development Goals Matrix for 2022 to the committee for their review. A discussion was held. Clarification on timelines, third quarter objectives were based upon 2022 supervisor elections and committee assignments.

Review/Discussion/Action ~ ARPA Funding Allocation (Marketing and Broadband)

Mr. Schiffli presented the results of the ARPA funding requests. The Committee of the Board and Finance met in close succession; furthermore, EDC had a resolution on the floor at Finance requesting a change in the broadband funding source from CAPX to ARPA. Upon completion of the Committee of the Board, and Finance deliberations there was a lack in clarity in the EDC requests when minutes and resolutions were formalized. Mr. Schiffli made a request of the Chair to have the minutes of the Committee of the Board changed to indicate use of the funds will include Broadband and Marketing. Mr. Schiffli also request that for clarity the Economic

Development Committee approve 50K of the 1.3 million for marketing which was the implied intent of the Committee of the Board. A motion to approve the requested allocation and use of ARPA funds was made Mr. Schmidtknecht and seconded by Mr. Danzinger. A roll call vote was held, motion carried with all ayes.

Review/Discussion/Action ~ Tourism and Marketing Project

Mr. Schiffli presented information on Branding and the Brochure. Mr. Schiffli requested the Committee review the material and come with questions. Mr. Schiffli indicated that he was ready to release an RFP for the brochure as soon as funding was identified. A discussion was held on trademark and services offered by the branding agency.

Review/Discussion/ ~ Managers Report- Mr. Schiffli presented an oral report. He indicated he will be out of the office in late February early March. He reported he met with CFC school and participated on a committee looking at declining student enrollment. He also attended the Mondovi Business Associations meeting. Mr. Schiffli also updated the committee on the GRST-WC, and he has increased duties in the VSO office with the County VSO out of the office.

Review/Discussion ~ Chairperson Report – Discussed the Alcivia Coop acquisition of Countryside and the issue of gas pumps at Waumandee and Gilmanton.

Review/Discussion/Action ~ Next Meeting will be Thursday March 17, 2021, at 10:00 am. Finance will recess if still in session.

Motion by Mr. Schmidtknecht to adjourn.

Respectfully submitted,

Stephen S. Schiffli, Economic Development Manager

Report Selection:

Optional Report Title.....

INCLUSIONS:

Fund & Account. 10.06.56730.0000.200 thru 10.06.56730.0000.900

Transaction Date..... 01/01/2022 thru 03/31/2022

Source Codes..... thru

Journal Entry Dates..... thru

Journal Entry Ids..... thru

Reference..... thru

Project..... thru

Vendor/Customer..... thru

Invoice..... thru

Accounts to Print on Ledgers 1

Level to Pagebreak..... 0.0

Level to Index..... 0.0

Include Exp/Rev Closing Entries N

Create Excel file & Download N

Run Instructions:

Jobq	Banner	Copies	Form	Printer	Hold	Space	LPI	Lines	CPI	CP	SP	RT
L		01		LAS4002	Y	S	6	066	10			

Expenditure Ledger

SRC/JE/ID	DIRCTY	VEN/CUS/EXPL	DATE	REFER	INVOICE	AMOUNT	CLAIM	SESS'N AUTH	PO#	F 9 CLEAR
		10			GENERAL FUND					
		10.06			CONSERVATION & DEVELOPMENT					
		10.06.56730			ECONOMIC DEVELOPMENT					
		10.06.56730.0000			PROJECT					
		10.06.56730.0000.200			CONTRACTUAL SERVICES.....					
		10.06.56730.0000.225			TELEPHONE					
D-010422-797	5446	VERIZON WIRELESS	010422	196104	9895816088	41.38		010722 LISA		- 013122
D-020722-862	5446	VERIZON WIRELESS	020722	196401	9898054164	41.35		020922 LISA		- 022822
D-030822-912	5446	VERIZON WIRELESS	030822	196662	9900304851	41.35		030822 LISA		- 000000
		10.06.56730.0000.225			TELEPHONE	124.08		*TOTAL.....		
		10.06.56730.0000.200			CONTRACTUAL SERVICES.....	124.08		*TOTAL.....		
		10.06.56730.0000.300			SUPPLIES.....					
		10.06.56730.0000.326			REGISTRATION FEES & TUITION					
D-022122-875	6788	US BANK	022122	196577	1/5 WEDA	350.00		022322 LISA		- 000000
		10.06.56730.0000.326			REGISTRATION FEES & TUITION	350.00		*TOTAL.....		
		10.06.56730.0000.300			SUPPLIES.....	350.00		*TOTAL.....		
		10.06.56730.0000			PROJECT	474.08		*TOTAL.....		
		10.06.56730			ECONOMIC DEVELOPMENT	474.08		*TOTAL.....		
		10.06			CONSERVATION & DEVELOPMENT	474.08		*TOTAL.....		
		10			GENERAL FUND	474.08		*TOTAL.....		

Expenditure Ledger

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SRC/JE/ID	DIRCTY VEN/CUS/EXPL	DATE	REFER	INVOICE	AMOUNT	CLAIM	SESS'N AUTH	PO#	F 9 CLEAR
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REPORT TOTALS:

474.08

RECORDS PRINTED - 000004

Expenditure Ledger

FUND RECAP:

FUND	DESCRIPTION	DISBURSEMENTS
10	GENERAL FUND	474.08
TOTAL ALL FUNDS		474.08

BANK RECAP:

BANK	NAME	DISBURSEMENTS
GRN	BANK OF ALMA (MISC)	474.08
TOTAL ALL BANKS		474.08

BUFFALO COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT/GRANTS AND DEPUTY VETERAN'S SERVICE OFFICER

- **Introduction/Summary of your department**

Created in January of 2021, the position was transitioned from a contractor position to a full-time departmental manager position, after I returned to Buffalo County from a military leave of absence. The position added the title Grant Writer and later Deputy County Veterans Service Officer. I work with Economic Development Committee and Administration to facilitate economic development and tourism objectives and facilitate grant programs and special projects for departments and municipalities as they present themselves. I work in conjunction with, not for the County Veteran Service Officer supplying services to veterans such as claims processing, outreach and special projects.

- **Mission of your department**

The mission of my department is diverse. The department has three separate job titles with non-corresponding duties, competing for priorities of work.

- The Economic Development Departments mission is to foster positive economic change for Buffalo County communities and to promote the success of agricultural, industrial, commercial and entrepreneurial enterprises along with tourism and broadband development. I facilitate the aforementioned through collaboration with public and private organizations/individuals on a state, regional, county level.
- The mission of the Grant Writer position is to seek out, write, aid in writing, and promote grant opportunities for departments and municipalities in Buffalo County.
- The mission of the County Veterans Service Officer (CVSO) of Buffalo County is to aid local county veterans and their dependents in obtaining Federal and State benefits. This office also provides assistance accessing other resources that may be available in obtaining benefits. These other sources may be nonprofit, public/private or government agencies at all levels.

- **Listing of personnel**

1. Stephen S. Schiffli
 - Economic Development Manager
 - Grant Writer
 - Deputy Veteran Service Officer

- **Recent Accomplishments**

- Facilitated Mainstreet Buyback Grant funding local business.
- Wrote grants that funded training and updated equipment for Sheriffs Dept.
- Have processed independently several successful claims in the Veteran Service Office.
- Initiated Phase-II of the Great River State Trail – PH-II.
- Worked collaboratively with fellow department heads on the updating of the *Buffalo County Outdoor Recreation Plan* and the *Buffalo County and the Land and Water Resource Management Plan*.

BUFFALO COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT/GRANTS AND DEPUTY VETERAN'S SERVICE OFFICER

- **Changes or Efficiencies**
 - Changed from an offsite contractor to an onsite manager.
 - Creating office efficiencies; consolidation of project information from numerous departments, formalized the home committee's purpose, and have committee bylaws 85% complete.
 - Building a network of economic professionals to aid in personal and entrepreneur development.
 - Completed a lengthy training process to become and affiliated Wisconsin Veterans Service Officer with the state of WI.

- **Future goals/objectives/snapshot of needs**
 - Transition the office to a business, community and entrepreneurship focused program working referrals and facilitating financial assistance.
 - Continue to refine the Grant Process through continued Department Head education and outreach.
 - Transition the Great River State Trail-Winona Connector to a construction project manager.
 - Obtain additional VSO affiliations with the American Legion and Veterans of Foreign Wars.
 - Repair of the Veterans Memorial.

- **Future Challenges/Obstacles – Short Term Goals & Long- Term Goals**
 - Funding (Seed Money) for the revolving loan fund.
 - Transitioning the Great River State Trail – Winona Connector from the Engineering phase to the construction phase.
 - Easements
 - Project Management
 - LET Date
 - Project funding for the Memorial Wall.

**BUFFALO COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT/GRANTS AND
DEPUTY VETERAN'S SERVICE OFFICER**

- **Highlight interesting statistics & number of people served**
 - **12 Businesses to date**
 - Mainstream Buyback Grant Program, 12 applicants \$120,000.00 brought into the community.
 - 12 New AEDs for the Sheriff's Office, 9 legacy AEDs redistributed through Courthouse and Highway Shops.
 - Veterans Service office has increased its service population from 986 to 1065 veterans in January 2021 (8% of County population).

- **Financial Information in the form of Budget-To-Actual**

Economic Development and Grants (80%)

- Budget: \$79,456.08
- YTD Expenditure: \$70,456.08 (88%)
- Return to Gen. Fund \$8,817.92

Deputy County Veteran Service Officer (20%)

- Unbudgeted (Position created after 2021 Budget Cycle)
 - YTD Expenditure: \$10,384.00

(Note: My first applicant, went from a (30%) \$522/\$6264 rating to (100%) \$3517/\$42,204 bringing and additional \$35,000 in spendable income into Buffalo County)

(Note)

In 2022, we have with switched to a 70/30 time split between the Economic Development/Grants and Veterans Service.

**ECONOMIC DEVELOPMENT OFFICE**

407 South Second Street

PO Box 494

Alma, WI 54610

Stephen S. Schiffli, Manager

Phone (608) 685-9101

Fax (608) 685-6300

Stephen.Schiffli@co.buffalo.wi.us

March 7, 2022

RE: Resignation

Pursuant to the guidelines established in Policy 511, I hereby submit my resignation with Buffalo County.

- Stephen S. Schiffli (618)
- Manager, Buffalo County Economic Development/Grants/Deputy Veteran Service Officer
- Date of this letter is March 7, 2022
- The effective date of resignation is Monday ^{March 11} ~~April 7~~, 2022.
- My last day of work will be Thursday April 7, 2022.

Respectfully Submitted:

A handwritten signature in black ink, appearing to read "Stephen S. Schiffli", is written over the printed name.

Stephen S. Schiffli