

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