



Visions Northwest Regional Economic Development Group
A Division of the Wisconsin Business Innovation Corporation

MEETING MINUTES
VISIONS NORTHWEST REGIONAL ECONOMIC DEVELOPMENT GROUP
WITC - Hayward
November 9, 2016

1. Meeting called to order at 9:34 AM by Chairman Kelly Klein.
2. **Roll Call/Introductions:** Scottie Sandstrom – Representing Bayfield County, Kelly Klein – Representing Iron County, Mari Kay-Nabozny – Representing NWWIB, Dale Heikkinen – Representing Price County (ITV), Joel Zimmerman – Representing Washburn County, Mike Bebeau – Representing Private Industry (Xcel Energy), Renee Wachter – Representing Education (NorthWERD Group), Ken Maki – Representing Sawyer County, John Will – Representing Education (WITC), Leo Naumann – Representing Private Industry (Jeff Foster Trucking)

Members Absent: John Richards – Representing Burnett County, David Minor – Representing Douglas County, Geri Dresen – Representing Chambers of Commerce, Dale Kupczyk – Representing Economic Development Organizations, Brent McFarland – Tribal Representative, Becky Haase – Representing Private Industry (Enbridge), Andy Albarado – Representing Rusk County

Others: Marie Steenlage - WEDC, Thomas Michels – Department of Workforce Development, Jason Laumann – NWRPC, Crystal Rohde – Visions Northwest Administrator

Vacant Seats: Ashland County, Taylor County
3. **Approval of September 14, 2016 Meeting Minutes**
A motion to approve the September 14, 2016 meeting minutes was made by Mike Bebeau; a second was made by John Will. Motion carried unanimously.
4. **Wood Industry Collaborative Update**
Crystal explained that since the Wood Industry Group (WIG) collaborative met on 10/25/2016, the project idea had started to change form from the previously discussed Capacity Building Grant. After discussions with Don Peterson and Collin Buntrock with the Wisconsin Wood Marketing Team, the importance of identifying and meeting the wood products industry throughout the region was stressed prior to inviting them to attend an Expo/Summit. A decision was made to meet with individuals from the Grow North Region on 11/10/2016 during the Governor's Northern Economic Development Summit to discuss potential partnerships and collaboration moving the initiative forward. Depending on where these conversations lead, a Capacity Building Grant application is likely to move forward within the next couple of months to WEDC.
5. **2017 RiSE Sessions Discussion/Planning**
The purpose of this agenda item was to get the board thinking about the most effective content/presenters for the 2017 sessions. It was decided to keep the current breakfast session format. Ideas were generated including a millennial focus – where businesses interface with millennials and potentially have a millennial present or serve on a panel. Examples such as "Price in Progress", Talent Upload, and Newaukee Young Professionals week were discussed. Next steps include the Visions Northwest Executive Committee, NWWIB (Mari), and NorthWERD (Renee) meeting in early January to further explore ideas, locations, and potential presenters.
6. **Website and E-Newsletter Feedback and Suggestions**
In prior meeting correspondence, Crystal asked members to take some time to look through the website and offer any comments or necessary revisions/additions to the site. Ideas were presented regarding "testimonials" or success stories from throughout the region. Crystal agreed that this could be done through a "blog/news" section of the site and will begin to explore options and will ask the members to contribute ideas for content to the site's

addition in early 2017. Mari asked if google analytics was being used and Crystal stated that she would check and follow up with Mari.

7. Northwest Wisconsin Flood Disaster Resiliency Project – WEDC Capacity Building Application

Crystal provided a background on the project idea to the group and why it was being proposed for the board to vote on application submittal to WEDC. In 2013, a pilot flood resiliency study project was completed by the Northwest Regional Planning Commission (NWRPC) for Taylor County, Wisconsin, which demonstrated the potential impacts of historic flood events, pre-identified likely impact areas and assessed the economic impacts to communities, businesses and residents. The study was incorporated into the county's hazard mitigation plan and now serves as a point of reference to guide flood mitigation activities across the county, which in turn, improves resiliency. This project will replicate the process model developed under the 2013 Taylor County pilot project for the seven counties (including the Bad River Band of Lake Superior Chippewa) of Northwestern Wisconsin impacted by the historic severe storm event of July, 2016 (Presidential Disaster Declaration DR-4275). Jason Laumann with NWRPC offered a technical description of the project including long term potential economic impacts and economic development. He fielded questions from the group regarding the depth of the project as well as other questions on specifics. The Economic Development Administration (EDA) has acknowledged that disaster risk management and resiliency planning is essential to economic stabilization and has committed \$477,204 to support the Northwest Wisconsin Flood Disaster Resiliency Project. NWRPC has also committed \$69,301 as part of the 20% recipient match requirement. As a close partner to NWRPC, Visions Northwest would propose that the Wisconsin Economic Development Corporation also supports this important project with the remaining \$50,000 of the match requirement.

A motion to submit the Capacity Building Grant application for the Northwest Wisconsin Flood Disaster Resiliency Project to WEDC for \$50,000 was made by John Will; a second was provided by Leo Naumann. Motion carried unanimously.

8. Around the Table – Other Business

Crystal asked the group if anyone was aware of anyone using the Inspire platform in the region for connecting education and industry – as a career readiness hub. Discussion led to "Career Cruising" and Academic and Career Planning (ACP) that will be required of all public school districts that serve students in grades 6-12 beginning in fall 2017. It may be beneficial to invite CESA to present at a future meeting to familiarize ourselves more with these initiatives.

John W. updated the group on CDL Class B being offered after a truck was donated to WITC – the class fee will be \$1,000. Leo N. mentioned that oftentimes industry will provide the funding for an employee to obtain their license.

Marie offered an update on the FABLAB applications she has received.

Mari spoke of Ashland replicating the Talent Upload initiative done in the Fox Valley in Ashland County for the healthcare industry. She explained that there are many open jobs within healthcare throughout the county. She also provided an update on the DWD apprenticeships in manufacturing, healthcare, and information technology and explained that there are funds available.

9. Confirm Next Meeting Date

The next Visions Northwest meeting will take place on January 11, 2017 at 10AM at WITC Hayward.

10. Adjourn

A motion to adjourn the meeting at 11:13AM was made by Mari Kay Nabozny; with a second by Scottie Sandstrom.