



**BOARD OF DIRECTORS QUARTERLY MEETING AGENDA**  
Wednesday, July 17<sup>th</sup>, 2024  
[View Zoom Recording](#)

**ECONOMIC DEVELOPMENT**

*a division of the Wisconsin Business Innovation Corporation*

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**1. Call to Order**

- Meeting called to order at 10:00 AM by Administrator Crystal Rohde
  - **Members Present:** Kelly Klein – Representing Iron County, Cole Rabska – Representing Bayfield County, Dale Heikkinen – Representing Price County, Geri Dresen – Representing Chambers of Commerce, Jim Caesar – Representing Douglas County, Mari Kay-Nabozny – Representing NWWIB, Ilsa Hoeschen – Representing Education (UW-Superior/NorthWERD)
  - **Others Present:** Rome Rauter – Wisconsin Economic Development Corporation, Matt Middendorp – ESOP Partners, David Wierzba – Wisconsin Economic Development Corporation, Jim Miller – Congressman Tiffany’s Office, Joy Melton – NWRPC, Thomas Michels – DWD, Adam Lamoreaux – Sawyer County/LCO EDC, Bella Potack-Rettler – NWWIB, Jo Nowak-Thompson – NWWIB, Crystal Rohde – Visions Northwest
  - **Members Absent:** Dick Hartmann – Representing Burnett County, John Will – Representing Education (Northwood Technical College), Carver Harries – Representing Economic Development Organizations, Philomena Kebec - Bad River Band of Lake Superior Chippewa, John Righeimer – Representing Sawyer County, Donna Walker – Representing Private Industry (Dairyland Power Cooperative), Michelle Johnson – Representing Private Industry (Enbridge), Ken Disher – Representing Private Industry (Xcel Energy)

**2. Welcome and Introductions**

**3. Approval of January 10, 2024 Meeting Minutes**

A motion was made by Cole R. to approve the January 10<sup>th</sup>, 2024 minutes, a second was made by Jim C. The motion carried unanimously.

**4. Presentation: WEDC – Think Beyond Wisconsin**

- Rome Rauter, International Market Development Director – See presentation attached (meeting [recording](#) at 6:23)

**5. Presentation: Employee Stock Ownership Plan (ESOP)**

- **Matt Middendorp, Business Consultant – ESOP Partners**  
See slides/presentation attached (meeting [recording](#) at 21:45)

**6. Key Partner Update**

- David Wierzba – Wisconsin Economic Development Corporation
  - See attached presentation (meeting [recording](#) at 54:50)
- Bella Potack-Rettler and Jo Nowak-Thompson – NWWIB
  - Meeting [recording](#) at 1:03:20

## **7. Look Forward Wisconsin – Talent Attraction Campaign**

- See attached slides/presentation (meeting [recording](#) at 1:10:00)

## **8. Broadband (BEAD) Updates**

- See attached slides/presentation (meeting [recording](#) at 1:20:55)

## **9. Around the Table/Other Business**

- Dale H. provided updates on Price County – [hear his update](#) at 1:31:43
- Jim M. provided updates from Congressman Tiffany's Office – [hear his update](#) at 1:33:12
- Geri D. provided an update from Iron River – [hear her update](#) at 1:43:40
- An update via email was provided by Mike Hill at the SBDC at UW-Superior on behalf of himself and Kathryn Guimond:
  - Six Superior/Douglas County founders successfully completed the WiSys VentureHome Level Up! program in June 2024.
  - Our office has served 105 clients since the first of the year in each of our eight counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Sawyer and Washburn.
  - Mike Hill participated in the first Talking Circle organized by WINLF to help explore the value of identifying the underlying reason that an entrepreneur wants to start a particular business can greatly impact the effectiveness of their value proposition and attract loyal customers.

## **10. Confirm Next Meeting Date – Wednesday, October 9th, 2024 | 10AM-2PM – meeting will be held in person at Flat Creek Hayward – Comprehensive Economic Development Strategy Session**

## **11. Adjourn**