

**April 14<sup>th</sup>, 2021 - MEETING MINUTES**

**Zoom Virtual Meeting**

**View the Meeting Recording:**

[https://us02web.zoom.us/rec/share/BfVJDCxm2qzn-](https://us02web.zoom.us/rec/share/BfVJDCxm2qzn-Ade97_Dgyvn1vXYoPZcJL6R7sv8O6vTkFPOBR8N2BL8TVFIZIY7.4eIDNZSQHxnrl6I3?startTime=1618411694000)

[Ade97\\_Dgyvn1vXYoPZcJL6R7sv8O6vTkFPOBR8N2BL8TVFIZIY7.4eIDNZSQHxnrl6I3?startTime=1618411694000](https://us02web.zoom.us/rec/share/BfVJDCxm2qzn-Ade97_Dgyvn1vXYoPZcJL6R7sv8O6vTkFPOBR8N2BL8TVFIZIY7.4eIDNZSQHxnrl6I3?startTime=1618411694000)

**1. Call to Order**

- Meeting called to order at 10:01 AM by Administrator Crystal Rohde.
  - **Members Present:** Kelly Klein – Representing Iron County, Cole Rabska – Representing Bayfield County, Dick Hartmann – Representing Burnett County, Geri Dresen – Representing Chambers of Commerce, Jessica Wagner-Schultz – Representing Sawyer County, Mike Bebeau – Representing Private Industry (Xcel Energy), Jim Caesar – Representing Douglas County, Michelle Johnson – Representing Private Industry (Enbridge), Betsey Harries – Representing Economic Development Organizations, Mari Kay-Nabozny – Representing NWWIB, Jenice Meyer – Representing Education (NorthWERD Group), John Will – Representing Education (WITC), Leo Naumann – Representing Private Industry (Jeff Foster Trucking), Andy Albarado – Representing Rusk County, Dale Heikkinen – Representing Price County, Joel Zimmerman – Representing Washburn County
  - **Others Present:** Thomas Michaels – DWD, Andy Donahue – Representing Small Business Development Corporation at UW-Superior, Ken Pearson – NWRPC, Jason Laumann – NWRPC, Jim Miller - Congressman Tiffany's Office, Mary Monroe Brown – Wisconsin Department of Tourism, Mike Gardner – Sawyer County/LCO EDC, Ryan VanLanduyt – Senator Bewley's Office, Charles Connors Sr – Bad River Tribe, David Wierzba – Wisconsin Economic Development Corporation

**2. Approval of January 13<sup>th</sup>, 2021 Meeting Minutes**

- A motion to approve the January 13<sup>th</sup>, 2021 minutes was made by Geri D., second by Kelly K.

**3. Presentation: Mary Monroe Brown, Director – Office of Outdoor Recreation – Department of Tourism (see presentation as attachment)**

- Outdoor Recreation Report:  
[http://industry.travelwisconsin.com/uploads/medialibrary/8d/8ded267b-1c3d-4d8a-ad60-bc4a7a8e67aa-2020-wioutdooreconomyreport\\_highres\\_spreads.pdf](http://industry.travelwisconsin.com/uploads/medialibrary/8d/8ded267b-1c3d-4d8a-ad60-bc4a7a8e67aa-2020-wioutdooreconomyreport_highres_spreads.pdf)

**4. Key Partner Updates (see attachments to minutes for presentations):**

- Andy Donahue, SBDC at UW-Superior
  - QuickBooks Class (Tuesday, May 11, 2021 | 9:00 am - 4:30 pm) Registration Link:  
<https://web.cvent.com/event/51fc0cea-dd5b-438d-8a86-51419d44fc65/summary>
- Mari Kay-Nabozny, Northwest Wisconsin Workforce Investment Board
- David Wierzba, Wisconsin Economic Development Corporation

## 5. Wood Industry Collaborative Update (see slides)

## 6. Around the (Virtual) Table – Other Business

- Crystal R. noted that EDA unveiled updated investment priorities: <https://www.eda.gov/about/investment-priorities/> – there is a need for proposed projects to align with at least one EDA investment priority to qualify. Also, Governor Evers announced \$100 million in economic recovery – with \$50 million in WI Tomorrow – Main Street Bounceback grants for businesses that move into vacant storefronts in downtowns or other commercial corridors.
- Kelly K. – Northwoods Transit Commission/Railroad update – Canadian National and Watco Railroad reached an agreement to sell some light density lines in Northern WI and UP. Watco currently owns over a dozen short lines. Lines include Ashland to Prentice line, Goodman to Tony line, lines down toward Mosinee, White Pine line, over into the UP. Not a lot of details on the sale yet – Federal Surface Transportation Board (STB) must approve the transaction. Watco asked for an exemption from a public review from the STB. Northwoods Transit Commission and others asked that STB not allow that exemption – would like to see a public review of this transaction. Concerns include: What are the trackage rights? What are the multiple line service agreements? What kind of investments is Watco willing to make in some of the lines (that need quite a bit of work)? Would like to know the details. We will see what happens – decision will probably be made within a month or so as to whether they will have a public review. Timelines are unknown as to when the sale will be approved by the STB. More to come...
- John W. – WITC will end the year with similar headcount as last year. Overall, down about 8.5% percent full-time students, but also accounts for students switching from full to part-time. Plans for Shell Lake building – approval to convert into regional healthcare education center. Fall of 2022 will be using the building to conduct clinical simulation for all allied health programs in addition to partnering with medical facilities throughout the region. Scale down what is done in hospital and clinic settings and move more to simulation. Four campuses with have telehealth rooms and start investing in that technology. In August, WITC will make name/brand transition to Northwood Technical College (Northwood Tech Bears!) – hoping this helps represent a more modern look and feel and travels further – changing perception of college from “cheap and close to home”. Excited about the partnership with UW-Superior on the ASAA degree – two institutions not adding anything new, but cooperating and packaging programming together to help more people have a pathway to higher education in the region.
- Dale H. – Two companies in Prentice that have purchased two out of state companies and are moving their product line into Prentice – have also purchased a manufacturing building. How can we address housing issue? Does anyone have any ideas?
- Jim C. – Regarding housing, contact:
  - ✓ P and R Properties
  - Ryan Nelson [ryan@prplumb.net](mailto:ryan@prplumb.net)
  - 218-722-7322 [www.prproperties.org](http://www.prproperties.org)Building apartments all over the place – they get it! They do quality work – units are filling up before the buildings are complete. They are continuing to grow and have no fear! They would be open to conversations.

Check out the new issue of Positively Superior featuring Northwest Regional Planning Commission. View online (page 58-59) at:

<https://positivelysuperior.com/psmagazineam21/index.html>

- Dick H. – Two potential housing projects in the works, but developers cannot make them cash flow. Part of the issue is cost of materials.
- Ken P. – We still have about \$600,000 in CARES Act RLF to help businesses with recovery, resiliency, either start-ups or expanding businesses. Particularly driving toward manufacturing supply chain, and any other businesses affected by the pandemic. If you have qualifying business, contact Ken. These are loan funds that do need to be paid back. Heart of the North (Washburn, Sawyer, Rusk, Barron Counties) committee will be working on planning in August/September for next year's Heart of the North Days.
- Jenice M. – Vaccination Clinic at UW-Superior:  
<https://www.uwsuper.edu/spring2021/community-vaccination-clinic.cfm>  
Testing site: <https://www.uwsuper.edu/ehs/coronavirus/covidtestingsite.cfm>  
Opening internships for Summer – contact Jenice if you want more information. Fall planning to be back full in person following safety protocols. Looking up in numbers right now – hopeful and optimistic – can't wait to be back!

**7. Confirm Next Meeting– July 14<sup>th</sup>, 2021 10AM to 12PM – Location or virtual TBD**

**8. Adjourn**

Geri D. made a motion to adjourn the meeting at 11:41AM, Dale H. made a second.



Quarterly Board Meeting  
Wednesday, April 14<sup>th</sup>, 2021  
10AM-12PM

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Join audio on your computer or by phone at +1-312-626-6799  
Meeting ID: 856 1139 0087

# Agenda

1. Call to Order
2. Approval of January 13<sup>th</sup>, 2021 Meeting Minutes
3. Presentation: Mary Monroe Brown, Director – Office of Outdoor Recreation – Department of Tourism
4. Key Partner Updates:
  - Andy Donahue, SBDC at UW-Superior
  - Mari Kay-Nabozny, Northwest Wisconsin Workforce Investment Board
  - David Wierzba, Wisconsin Economic Development Corporation (WEDC)
5. Wood Industry Collaborative Update
  - Know Your Wisconsin Project Update
  - The Future of Wisconsin's Forest Products Economy- Regional Economic Diversification Summit (REDS)
6. Around the (Virtual) Table – Other Business
  - Opportunity for attendees to discuss relevant updates with the group
7. Confirm Next Meeting– July 14<sup>th</sup>, 2021 10AM to 12PM – Location or virtual TBD
8. Adjourn



# Mary Monroe Brown

Director, Office of Outdoor Recreation

[mmonroebrown@travelwisconsin.com](mailto:mmonroebrown@travelwisconsin.com)

<http://industry.travelwisconsin.com/office-of-outdoor-recreation>

**WISCONSIN**  
— DEPARTMENT OF TOURISM —



# Andy Donahue

Director

[adonahue@uwsuper.edu](mailto:adonahue@uwsuper.edu)

<https://wisconsinsbdc.org/centers/superior/>



## SBDC

Wisconsin Small Business  
Development Center

CELEBRATING **40** YEARS!

# Paycheck Protection Program

- Funds still available – applications available through May 31, 2021
- Banks need to accept them through this time
- SBA will process applications that are remaining from June 1 – June 30, 2021



# Shuttered Venue Operators Grant

- Current shut down for maintenance and troubleshooting
- The customer service (support) email for this grant will be [svogrant@sba.gov](mailto:svogrant@sba.gov)
- [Clients can register for accounts](#) during this portal suspension but cannot actually submit; when they create accounts, they will get email updates to help when the portal reopens.
- There is no timeline for reopening the portal at this time.

# Restaurant Revitalization Fund (RRF)

- \$28.6 billion is allocated to this program, but they are fully aware that there is a \$200 billion shortfall in the industry. They plan on increasing the amount when the original funds run out. They also extended the program to 3/11/2023. The original ask in the Restaurants Act was \$120 billion.
- The application is not finalized but should be available in the next 10 days.
- The first 21 days will be reserved for women, veterans and minority-owned businesses.
- This is a well-organized program. They have allocated certain amounts for businesses under \$1.5 million in sales, under \$500K in sales and under \$50K in sales, so the little guy will not get left out.

# Restaurant Revitalization Fund (RRF)

- The covered period will be Feb. 15, 2020, to March 11, 2023! So there is basically no chance that a restaurant cannot use these funds for the intended purpose.
- Hotels and other venues that aren't mainly food-service establishments will have to show that they get at least 33 percent of their revenues (in 2019) from restaurant operations.
- Most importantly, they are sticking with the original formula:

**2019 sales minus 2020 sales minus PPP loans = RRF grant amount**

# Eligible Businesses

- Restaurant, Food Stand, Food Truck, Food Cart
- Snack and Nonalcoholic Beverage Bar
- Caterer
- Bar, Lounge, Saloon, Tavern
- An Inn\*
- Brewery, Brewpub, Microbrewery, Taproom, Tasting room\*
- Bakery\*
- Winery\*
- Distillery\*
- A licensed facility or premise of a beverage alcohol producer where the public may taste, sample, or purchase products
- Other similar place of business in which the public or patrons assemble for the primary purpose of being served food or alcohol.

\* Need to account for 33% of onsite sales being food or beverage

# Ineligible Businesses

- As of March 13, 2020, the entity owns or operates (together with any affiliated business) more than 20
- locations, regardless of whether those locations do business under the same or multiple names.
- ***The entity has received a Shuttered Venues Operations Grant (SVOG) or has a pending SVOG application.***
- The entity is a publicly traded corporation or is majority owned and controlled by a publicly traded corporation.
- The entity does not have a place of business located in the U.S., does not operate primarily within the U.S., and does not make a significant contribution to the U.S. economy through payment of taxes or use of American products, materials or labor.
- The entity is a state- or local government-owned or operated business.
- The entity is permanently closed.
- The entity filed for bankruptcy under Chapter 7 or is liquidating under Chapter 11.
- The entity has filed for bankruptcy under Chapter 11, 12, or 13 but does not have an approved plan for reorganization.

# Upcoming Trainings

- First Steps to Food Production – May 10, 2021
- Introduction to QuickBooks – May 11, 2021\*\*
- 2021 Fall Entrepreneurial Training Program – September 29, 2021

\*\* If you have a business or client interested, there is a discount available.

# Year to Date Update (as of 4/13)

- 135 Clients Served
- 9 new businesses established
- \$3.2M of capital for clients
- 372 jobs supported
- 400 hours of consulting
- 12 SBDC clients working in conjunction with academic service learning



# Mari Kay-Nabozny

Chief Executive Officer

[mari@nwwib.com](mailto:mari@nwwib.com)

[www.nwwib.com](http://www.nwwib.com)



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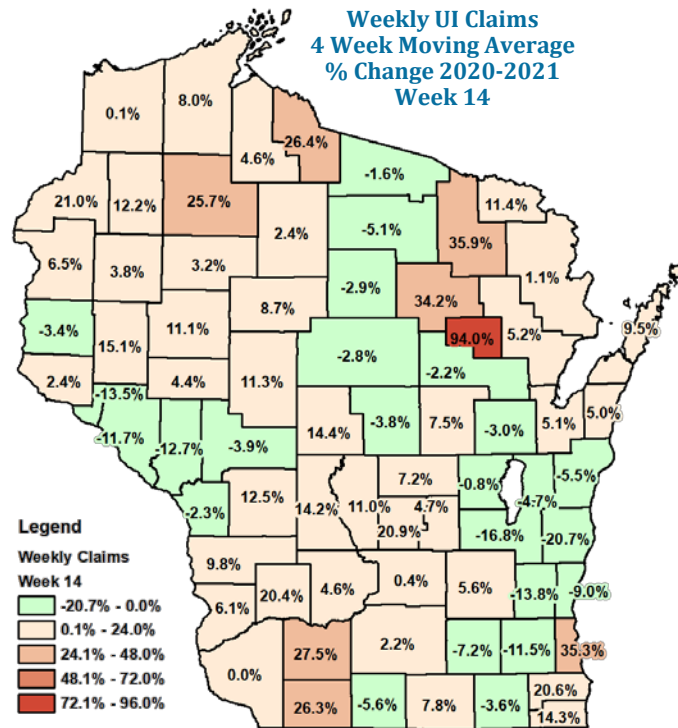
Initial UI Claims  
4 Week Moving Average  
% Change 2020-2021  
Week 14

Legend

Initial Claims  
Week 14

- 86.9% - -82.3%
- 82.2% - -77.7%
- 77.6% - -73.1%
- 73.0% - -68.4%
- 68.3% - -63.8%

# UI Claims



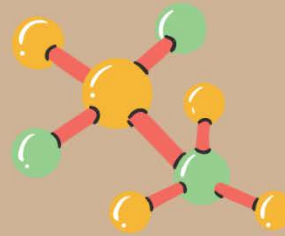
# Need help signing up for your COVID-19 Vaccine?



Northwest Wisconsin Workforce Investment Board is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please call us through Wisconsin Relay Service (7-1-1) or at 800-947-3529. To request information in an alternate format, including language assistance or translation of the information, please contact us at (715)-682-7235.



**NORTHWEST**  
Wisconsin Area Health Education Center



## Who are we?

This service is being offered by the  
Northwest Wisconsin Workforce  
Investment Board in partnership with  
Northwest Wisconsin Area Health  
Education Center

## How can we help?

- Get help setting up an appointment
- Learn whether you are eligible for a vaccine and if not when you can expect to be eligible
- Find out which vaccines are available in your area
- Find your closest vaccination distribution center
- Get county specific information and resources



## Contact us today!

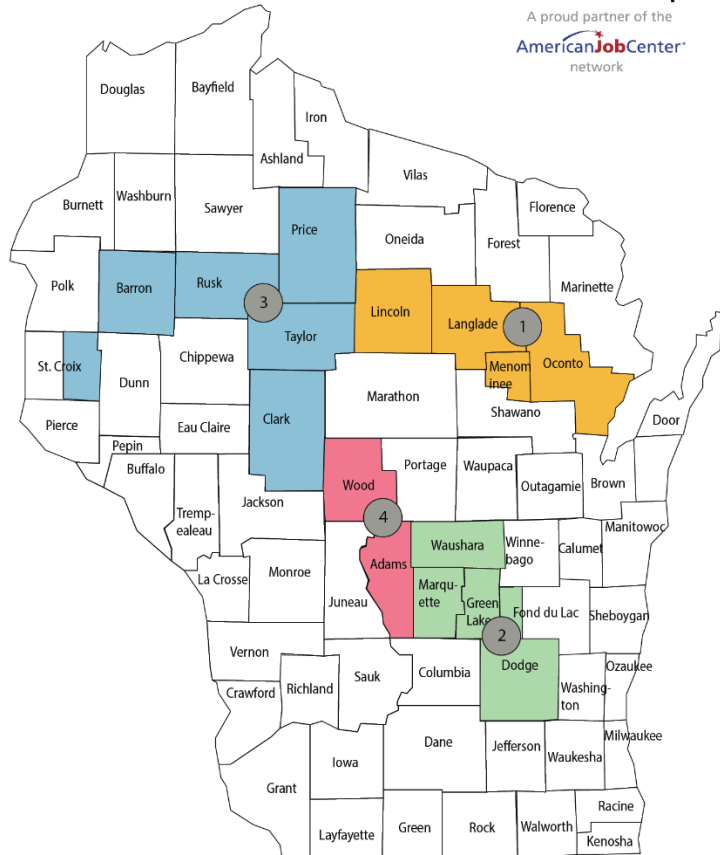
**Matthew Filipek**  
**COVID-19 Call Center**  
**Representative**

Phone: (715) 201-2394  
Email: MFilipek@nwwib.com  
Phones and email will be monitored  
Monday - Thursday from 9am - 3pm



## Collaborative of Wisconsin: Rural Healthcare Cluster Map

A proud partner of the  
**AmericanJobCenter**  
network



- \$2.5 million over 4 years
- 17 rural counties across 6 Workforce Development Areas
- 320 individuals who enter training
  1. ADN Registered Nurse
  2. Home Health Aide
  3. Medical Assistant
  4. Medical and Clinical Lab Technician
  5. Substance Abuse Counselor
  6. Social & Human Services Assistant
  7. Phlebotomists

Contact: Dawn Knapp  
dknapp@nwwib.com

# The Hospitality Industry: Driving Growth, Jobs, and The Economy

From global brands to the small inns, motels, and bed and breakfasts that line the streets in our communities, the hospitality industry is integral to Northwest Wisconsin's economy.

## JOB

Northwest Wisconsin's hotels, resorts, and bed and breakfasts are responsible for supporting 2,700 jobs, both on site and in the communities in which they operate. Nationally, the hospitality industry is 72,000 jobs ahead of its prior peak. This industry puts people to work. A typical hotel with 50 rooms supports 100 local jobs each year.

**2.7K**

Hotel operations and guest spending support 2,700+ **JOB**s including 1,060 **DIRECT** **JOB**s

**279+**

**NEW HOTEL** **JOB**s **SINCE 2010**

**\$51M**

The hotel industry supports **\$51 MILLION** **IN TOTAL LABOR** **INCOME**

**450**

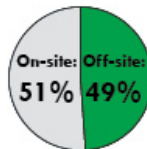
Total establishments in the ten-county Northwest Wisconsin region

## COMMUNITY INVESTMENT

Hotel and lodging businesses have always been a mainstay of northwest Wisconsin's economy and proudly invest in the communities in which they operate. The hospitality industry drives economic growth and development across the state.

With over 1.1 billion guest nights across the nation each year, this industry is stronger and more vibrant than ever.

**HOTELS GENERATE**  
**\$222M**  
**IN TOTAL GUEST SPENDING**  
**IN THE REGION**



  
**LOCAL FOOD**  
**AND BEVERAGE**

**\$26M**

  
**LOCAL RECREATION,**  
**RETAIL, ETC.**

**\$29M**

  
**OFF SITE**  
**TRANSPORTATION**

**\$54M**

Hotel guests spend **\$109 MILLION** on transportation, dining, shopping and other activities at local businesses during their stays, in addition **\$113 MILLION** of guest spending on-site at establishments. In total guests spend **\$222 MILLION** at hotels and local businesses as part of their trip.

Source: DWD Office of Economic Advisors

Culinary cooking academies in Bayfield and Price County jails this winter

Exploring working with WITC on a cohort of hospitality essentials students

Incumbent worker training grants still available



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Northwest Wisconsin Workforce Investment Board, Inc.  
422 Third Street West, Suite 200 | Ashland, WI 54806  
Call: (828) 773-7786 | [www.nwwib.com](http://www.nwwib.com)

Mary Lois Bolka, Sector Strategies  
[mbolka@nwwib.com](mailto:mbolka@nwwib.com)

Mari Kay Nabozny, CEO  
[mari@nwwib.com](mailto:mari@nwwib.com)





**NORTHWEST WISCONSIN**  
WORKFORCE INVESTMENT BOARD

**WITC**  
WISCONSIN  
TECHNICAL  
COLLEGE

**FREE  
TRAINING\***

**GROUP CHILDCARE ESSENTIALS**

**TRAINING**

Online with 6 on site classes @ WITC-Ashland  
**MARCH 23- JULY 30**

part of the American Job Center network

COURSEWORK	CREDENTIAL	OUTLOOK
<p>ECE: Health, Safety, &amp; Nutrition</p> <p>ECE: Child Development</p> <p>CPR</p> <p>* Individuals must qualify to receive free training and be able to pass a background check</p>	<p>Completers of this certificate will meet the Wisconsin Department of Children and Families licensing guidelines for teachers in group child care centers and will be recognized as Wisconsin Registry Career Level 7.</p>	<p>Prepare for a career in:</p> <ul style="list-style-type: none"> <li>- Child Care Centers</li> <li>- Preschools or Nursery Schools</li> <li>- Headstart Programs</li> <li>- Pre-Kindergarten</li> <li>- Early Intervention Programs</li> </ul>

**BE THEIR SUPER HERO**

CONTACT US AT 715-682-7235 X122  
OR MRABSKA@NWWIB.COM FOR MORE INFORMATION

Northwest Wisconsin Workforce Investment Board is an equal opportunity employer and service provider. If you have a disability and need assistance with this program, please call us through Wisconsin Relay Service at 715-927-4127 or 800-457-3029. To request information in an alternate format, including language assistance or translation of the information, please contact us at 715-682-7235.

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WORKFORCE INVESTMENT BOARD**  
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- Intro to Machine Shop
- Machine Tool Applications I
- Blue Print Reading for Machine Trades 1
- OSHA 10
- First Aid/CPR/AED

20 hours / week  
for 12-weeks  
Instructor-led  
classes and  
practical hands-on  
training

\*For more  
information visit  
[nwwib.com/mt21](http://nwwib.com/mt21) or  
email Scott Schultz at  
[sschultz@nwwib.com](mailto:sschultz@nwwib.com)



**WELCOMES  
RYCE!**

PROGRAM ASSISTANT



**WELCOMES  
MATTHEW!**

COVID-19 CALL CENTER REPRESENTATIVE



**WELCOMES  
DAWN!**

C.O.W. GRANT PROJECT COORDINATOR



**HAVE YOU MET  
SCOTT? HE'S GREAT.**

DIRECTOR OF INDUSTRY & INNOVATION



**LOOK! IT'S MELISSA-  
SHE'S THE BEST!**

DIRECTOR OF OPERATIONS &  
COMMUNICATIONS

The team is growing!  
We are moving.  
Stay tuned!



# David Wierzba

Regional Economic Development Director

[david.wierzba@wedc.org](mailto:david.wierzba@wedc.org)

<http://inwisconsin.com>



**WISCONSIN ECONOMIC  
DEVELOPMENT CORPORATION**



# Wood Industry Collaborative Update

## Know Your Wisconsin Project Update

- Segment 1: Know Your Wisconsin:  
Cellulose Products



- Views = **8,210** (7% YouTube, 93% Facebook)
- Reach = **25,844** (26% YouTube, 74% Facebook)
- YouTube: 72.2% completion rate
- Facebook: 374 engagements, including 104 reactions and 25 shares

- Segment 2: Know Your Wisconsin:  
Forest Habitat and Recreation



- Views = **3,967** (13% YouTube, 1% OTT, 86% Facebook)
- Reach = **20,854** (31% YouTube, 69% Facebook)
- YouTube: 70.4% completion rate
- Facebook: 399 engagements, including 156 reactions and 40 shares

- Segment 3: Know Your Wisconsin:  
Wood Technology Center



- Views = **5,160** (8% YouTube, 92% Facebook)
- Reach = **22,271** (26% YouTube, 74% Facebook)
- YouTube: 70.0% completion rate
- Facebook: 461 engagements, including 131 reactions and 34 shares

- FINAL STORY: WILL AIR Saturday,  
April 17<sup>th</sup>  
Segment 4: Know Your Wisconsin:  
Sustainable Products

*\*post reach is the number of people who saw a specific post in their news feed*



# Wood Industry Collaborative Update

## Social media facts campaign:

<https://www.facebook.com/woodindustrycollaborative>





## **The Future of Wisconsin's Forest Products Economy- Regional Economic Diversification Summit (REDS)**

**WE WANT TO  
HEAR FROM YOU!**

**LISTENING SESSIONS SCHEDULED:  
SUPPORTING WISCONSIN'S  
FOREST PRODUCTS INDUSTRY**

**MAY 6, 2021 - 2-4 PM**

**MAY 11, 2021 - 6-8 PM**

Please join state leaders and industry experts to make your voice heard in two upcoming virtual listening sessions dedicated to reinvigorating our forest products industry:

<https://wedc.org/rural-prosperity/forest-products-industry-listening-sessions/>

Ideas and insights gathered during these sessions will help guide future economic development support to create a more diversified, robust and enduring forest products industry.

# Around the (Virtual) Table ~ Other Business



Next meeting: July 14<sup>th</sup>, 2021  
*10AM to 12PM – Location or virtual TBD*