



**BOARD OF DIRECTORS QUARTERLY MEETING MINUTES**  
**Wednesday, October 12, 2022**  
**10AM to 11:30AM**  
**Flat Creek Lodge - Hayward, WI**

*a division of the Wisconsin Business Innovation Corporation*

## 1. Call to Order

- Meeting called to order at 10:05 AM by Chairman Kelly Klein
  - **Members Present:** Kelly Klein – Representing Iron County, Cole Rabska – Representing Bayfield County, Dick Hartmann – Representing Burnett County, Dale Heikkinen – Representing Price County, John Will – Representing Education (Northwood Technical College), Jim Caesar – Representing Douglas County, Mari Kay-Nabozny – Representing NWWIB, Geri Dresen – Representing Chambers of Commerce, Donna Walker – Dairyland Power Cooperative, Michelle Johnson – Representing Private Industry (Enbridge), Carver Harries – Representing Economic Development Organizations
  - **Others Present:** David Wierzba – Wisconsin Economic Development Corporation, Thomas Michels – DWD, Ken Pearson – NWRPC, Crystal Rohde – Visions Northwest
  - **Members Absent:** Jenice Meyer – Representing Education (UW-Superior/NorthWERD), Andy Donahue – Small Business Development Center at UW-Superior, Philomena Kebec - Bad River Band of Lake Superior Chippewa, John Righeimer – Representing Sawyer County, Joy Melton – Representing Washburn County

## 2. Approval of July 13<sup>th</sup>, 2022 Meeting

- A motion was made by Cole R. to approve the July 13<sup>th</sup>, 2022 minutes. A second was made by Geri D.

## 3. Key Partner Updates:

- **Mari Kay-Nabozny, Northwest Wisconsin Workforce Investment Board**
  - Mari gave a comprehensive update of many programs currently available through the [NWWIB](#). She noted while the resources are plentiful, there is a challenge to find the people to access them. She noted that there will be four workforce focused employer roundtable events being coordinated throughout the region (more information to come). One of the highlighted programs was the work they are doing with incarcerated individuals that are exiting in the next three months through the county jails. Some county jails are open to this, others are not as eager to participate. If you know an employer who has training needs, please reach out to NWWIB staff ([mari@nwwib.com](mailto:mari@nwwib.com)). The “very flexible” funding expires September of 2023. Mari’s update led to some great conversation among participants.
- **David Wierzba, Wisconsin Economic Development Corporation (see attached slides)**
  - **Co-op Advertising Initiative:**
    - Program Page: <https://wedc.org/marketing/talent-marketing-cooperative-initiative/>
  - **Talent Marketing Initiative/Toolkit: \*\*\*FREE FOR ALL - if you would like to customize creative for your location, WEDC’s marketing agency of record will adjust it for you at no cost\*\*\* - this is not just for award recipients.** You can send a request from this page under the talent marketing toolkit section: <https://wedc.org/marketing/>

- **Ally Grant:** applications due Dec. 15, 2022- aims to foster the development of new and/or emerging diverse-based nonprofit organizations that support diverse business communities, with a specific focus on organizations WEDC has not previously funded.
    - Program Page: <https://wedc.org/programs-and-resources/ally-grant/>
  - **Vibrant Spaces Grant:** designed to assist with creating vibrant and engaging communities that make it easier to recruit and retain residents, sustain a robust labor force and enhance local quality of life. With the help of this grant, public gathering places will foster community connections and provide accessible locations for the programming and amenities residents desire—with the additional benefit of boosting foot traffic for area businesses.
    - Program Page: <https://wedc.org/programs-and-resources/vibrant-spaces/>
4. **October Presentation – 2022 CEDS Annual Update – Regional Overview (see attached slides/presentation)**
  5. **Main Street Bounceback Update (see slides attached) - <https://www.nwrpc.com/1001/Main-Street-Bounceback-Grant>**
    - To date, NWRPC has made 290 awards in all 10 counties. Funding available through December 31<sup>st</sup>, 2022. It is unclear how the funds that are not disbursed will be utilized after the program date expires.
    - Minimum of 400 Sq. Ft. Requirement - Businesses need to be **open and operational** at the location that makes them eligible to be awarded funds. Reach out to Crystal with any questions.
  6. **WEDC Annual Report – FY22 Regional Awards (see attached): <https://wedc.org/inside-wedc/program-outcomes/>**
  7. **Around the Table – Other Business**
    - John W. gave an update on the HOMES Workforce Innovation Grant. Deadline for the first round of proposals from interested communities is Monday October 31<sup>st</sup>, at 3PM. Information is attached.
    - Dale H. said that Park Falls is doing a multimillion-dollar investment to their health center – there are two new businesses moving into Prentice – wastewater treatment upgrades are also happening in Prentice.
    - Cole R. talked about Bayfield County Business Park being selected by WEDC in a pilot program to work with a site selector group on making it a Certified Site – this will be the only Certified Site in the Visions Northwest region.
    - Dick H. said Burnett County had a very successful Jordan Buck festival in Danbury drawing in about 2,700 people for the event. Danbury will be forming a chamber of commerce as a result of this event and planning efforts. There have been five broadband expansion grants throughout the county recently – there is an effort underway to get an incubator into the Webster Industrial Park – Siren has a 40-unit housing project (via private funding) – also is working on CDL training.
    - Carver H. talked about all the exciting investments that AADC has secured as well as other communities throughout Ashland County including Glidden/Mellen working with USDA and UW-Extension. AADC was recently awarded four significant grants including one that will help with repairs and updates to the incubator, and others that include entrepreneur support and diverse business assistance. AADC recently had three employees and will be up to nine soon + one temp position.
    - Kelly K. gave an update on rail – stated WATCO is involved in a study looking at the Mellen to Marengo Jct. line with Michigan State University.
    - Ken P. thanked those in the room for all their referrals – leading to some great projects!
  8. **2023 Meeting Schedule - Calendar invites will be sent soon via email**
    - January 11 (virtual)
    - April 12 (virtual)
    - July 12 (virtual)
    - October 11 (in person)
  9. **Confirm Next Meeting – January 11<sup>th</sup>, 2023 (virtual meeting)**
  10. **Adjourn – meeting was adjourned at 11:53AM.**