



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

MEETING MINUTES
VISIONS NORTHWEST REGIONAL ECONOMIC DEVELOPMENT GROUP
Iron County Boardroom, Hurley, WI
May 10, 2017

1. Meeting called to order at 10:34 AM by Chairman Kelly Klein.
2. **Roll Call/Introductions:** Scottie Sandstrom – Representing Bayfield County, Kelly Klein – Representing Iron County, Mike Bebeau – Representing Private Industry (Xcel Energy), Dale Kupczyk – Representing Economic Development Organizations,

Members Absent: Dale Heikkinen – Representing Price County (ITV), Jenice Meyer (for Renee Wachter) – Representing Education (NorthWERD Group), John Will – Representing Education (WITC), John Richards – Representing Burnett County, David Minor – Representing Douglas County, Andy Albarado – Representing Rusk County, Mari Kay-Nabozny – Representing NWWIB, Joel Zimmerman – Representing Washburn County, Ken Maki – Representing Sawyer County, Leo Naumann – Representing Private Industry (Jeff Foster Trucking), Geri Dresen – Representing Chambers of Commerce, Becky Haase – Enbridge, Brent McFarland – Tribal Representative

Others Present: Marie Steenlage – WEDC, Thomas Michels – Department of Workforce Development, Jim Miller – Outreach Representative – Congressman Duffy, Crystal Rohde – Visions Northwest Administrator

Vacant Seats: Ashland County, Taylor County
3. **Approval of March 8th, 2017 Meeting Minutes**
A motion to approve the March 8th, 2017 meeting minutes was made by Dale K.; a second was made by Scottie S. Motion carried unanimously.
4. **RisE Sessions (Shell Lake and Hurley Recap)**
The sessions are going very well! Both sessions have received very positive feedback and attendees have expressed much appreciation for the discussion and material presented. There were almost 40 individuals at the Shell Lake event and about 25 at the Hurley session.

The website has been updated with all of the materials from the first two sessions including the presentation, handouts, young professional panel bios, and panel discussion. Materials can be accessed at:
<http://www.visionsnorthwest.org/rise-sessions>

The final session will be held in Ladysmith at the North Cedar Academy on Wednesday, June 7th. It was discussed that there may be an opportunity to record the event through media such as Facebook live to share the information. This is something that can be explored potentially for the 2018 sessions.
5. **Inspire Update and Discussion**
Crystal R. briefly explained the [Inspire](#) initiative again for members who were unable to attend the previous Visions Northwest meeting. WEDC has included in the FY18 budget for reimbursement of the license cost for each region. A meeting is scheduled for May 17th for key regional stakeholders such as CESA, NWWIB, WITC, UW-Superior, WEDC, Visions Northwest, and Inspire, etc. to discuss deployment of this initiative across the region.
6. **Wood Industry Group Collaborative**
The collaborative has moved forward in two focused directions and has developed subcommittees to further explore each project idea. The subgroups consist of a conference/workshop committee and a marketing committee. The respective committees have each met and left with next steps to bring forward to the

collaborative as a whole on May 31st in Minocqua. The conference committee discussed the importance of not only addressing the value added aspect of the industry, but also highlight the importance of what the wood industry means to Northern Wisconsin and our economy. Options for a date are currently being discussed. The marketing committee is currently exploring grant opportunities to support some of the short-term, achievable goals such as billboards, signs, and placemats to address social acceptance and negative perceptions that exist. WEDC staff will check into funding programs to see if/how the projects that are being outlined fit the requirements. Visions Northwest members who were present were supportive of the wood collaborative efforts and encouraged the group to move forward with potential funding opportunities. It was discussed that Mary Ann Lippert should be invited to the wood collaborative meeting to further discuss the potential for the wood conference to align in some way with the Governor's Northern Economic Development Summit this Fall.

7. Board of Directors Membership Terms

Those members whose term expire in July and are interested in either staying on the board or looking to find a replacement will work with Crystal in the coming months to address this. Per the Administrative Guidelines, if a member is appointed by the county, their respective county board will have to reappoint them to the Visions Northwest board at an upcoming board meeting. If a member is an "at-large" representative, the Visions Northwest Executive Committee will reappoint the member.

Members with expiring terms (in July, 2017) are as follows:

Dave Minor –Appointed by Douglas County

Andy Albarado – Appointed by Rusk County

Ken Maki – Appointed by Sawyer County

Dale Kupczyk – Representing Economic Development Corporations – appointed by Visions Northwest

Becky Haase – Representing Private Industry – appointed by Visions Northwest

Crystal will be in contact with each of you prior to the July meeting to discuss your membership.

8. Confirm Next Meeting Date

The next Visions Northwest meeting will take place on July 12th, 2017 at WITC Hayward at 10:00 AM.

9. Adjourn

A motion to adjourn the meeting at 11:54 AM was made by Mike B.; with a second by Dale K.