



BOARD OF DIRECTORS QUARTERLY MEETING MINUTES Wednesday, April 8th, 2026 - 10AM

Zoom Virtual Meeting
[VIEW THE RECORDING](#)

a division of the Wisconsin Business Innovation Corporation

1. Call to Order

- Meeting called to order at 10:01 AM by Administrator, Crystal Rohde
- **Members Present:** Nick Koverman – Representing Washburn County, Dale Heikkinen – Representing Price County, Ilsa Hoeschen – Representing Education (UW-Superior), Michelle Johnson – Representing Private Industry (Enbridge), Lynn Hall – Representing Private Industry (Xcel Energy), Dick Hartmann – Representing Burnett County, John Will – Representing Education (Northwood Technical College), Jeff Holte – Representing Bayfield County, Carver Harries – Representing Economic Development Organizations, Mari Kay-Nabozny – Representing NWWIB, Brooke Gilbertson – Representing Iron County
- **Members Absent:** Geri Dresen – Representing Chambers of Commerce, Jim Caesar – Representing Douglas County, Donna Walker – Representing Private Industry (Dairyland Power Cooperative), John Righeimer – Representing Sawyer County, Philomena Kebec - Bad River Band of Lake Superior Chippewa
- **Others Present:** BJ Rauckman – CEDA, David Wierzba – Wisconsin Economic Development Corporation, Joy Melton – NWRPC, Jenice Meyer – Development Association, Thomas Michels – DWD, Rohde – Visions Northwest, Brian Tochtermann – Bayfield County Economic Development Corporation, Amy White – Strata Systems, Sarah Bownds – WEDC, Patrick Roetker – WEDC, Jason Serck – City of Superior, Kelly Peterson – Superior BID

2. Welcome and Introductions

- Crystal welcomed the participants - everyone introduced themselves and their roles.

3. Approval of Draft January 14th, 2026, Meeting Minutes

- Dick Hartmann made a motion to approve the January 14th, 2026, minutes, a second was made by Michelle Johnson. The motion carried unanimously.

4. Presentation + Training: LocationOne Information System (LOIS)

- Sarah Bownds – Business Attraction Director, WEDC
- Patrick Roetker – Global Trade & Investment Business Analyst, WEDC
- Amy White - Client Success & Product Operations Manager, Strata Platforms

See the [recording](#) (beginning around 6:40) for the presentation and tutorial - all communities, business development districts, main streets, municipalities, etc. can have **FREE** access to this locally customizable resource. Please reach out to Amy directly to obtain access to your own LOIS account:

amywhite@strataplatforms.com or 515-423-4980.

LocationOne National site: <https://app.locationone.com/sites?organization=59eaba35bec80e09b4bbfab1>

Wisconsin LOIS site: <https://wedc.org/doing-business-in-wisconsin/available-sites/>

Visions Northwest LOIS site: <https://www.visionsnorthwest.org/buildings-and-sites>

5. Partner Update

- Mari Kay-Nabozny, CEO, NWWIB
 - See presentation slides and [meeting recording](#) beginning at 57:09
- David Wierzba, Regional Economic Development Director – WEDC
 - [Meeting recording](#) beginning at 1:08
 - City of Ashland received Idle Sites Grant – building 150-unit apartment building at that site.
 - Copper Peak project: <https://www.jumpinforcopperpeak.com/>

6. Around the Table/Other Business

- BJ R. shared that Rusk County was a recent recipient of WEDC's Small Business Development Grant – kicked off a few weeks ago – will be taking applications for a couple of months. County has \$130,000 in total for grants of up to \$10,000 with a 10% match requirement. Trying to get the word out – haven't had a lot of interest yet. Will have a review committee of 5/6 people – still looking for 1-2 more if anyone has ideas on who could bring value to that process.
<https://inruskcounty.com/small-business-development-grant/>
- John W. updated on a recent rural health transformation grant that was awarded for training and Northwood Tech should receive one of the largest allocations due to the rural healthcare network in our region <https://www.dhs.wisconsin.gov/business/rhnp.htm>.
- Jenice M. gave an update on the economic impact study of the Blatnik Bridge closure. The consumer survey has been developed, and all are encouraged to take this survey:
<https://www.wegrowbiz.org/>.
- Crystal R. shared few slides of upcoming events and resources. See the presentation for more information and links.

7. Confirm Next Meeting – Wednesday, July 22nd, 2026 via Zoom at 10AM.

The meeting ended at 11:25AM.