

MEETING NOTICE

ECONOMIC DEVELOPMENT COMMITTEE MEETING East Central Wisconsin Regional Planning Commission

COMMITTEE MEMBERS: Alice Connors, Sam Kaufman, Kara Homan (Alt for Mayor Woodford), Karen Lawrence, Gene Caldwell, DuWayne Federwitz, Ken Capelle, Jerry Bougie (Perm Alt for Jon Doemel), Mark Rohloff (Perm Alt for Matt Mugerauer)

Place: East Central Offices (400 Ahnaip Street, Suite 100; Menasha)
Date: Wednesday, July 10, 2024 (Rescheduled Date)
Time: 12:00 p.m.- In-Person (Time Change)

Members - Please contact the East Central office if you are unable to attend

AGENDA

1. **Welcome and Introductions**
2. **Roll Call**
 - A. Introduction of Alternates, Staff, and Guests
3. **Approval of Agenda / Motion to Deviate**
4. **Public Comment**
5. **Election of Chair and Vice Chair**
6. **Approval of the Minutes of the January 3, 2024 Economic Development Committee Meeting**
7. **Special Order of Business**
 - A. Presentation on Economic Development Program
8. **Announcements and Updates**
 - A. Staff Report
9. **Business / Action Items**
10. **Informational / Discussion Items**
 - A. County Roundtable Discussion (*as time permits*)
11. **Establish Time and Place for Next Commission Meetings**
 - A. **Economic Development Committee Meeting:** The next Economic Development Committee meeting will take place on Wednesday, October 2nd at 1:00 p.m. Further details will be forthcoming.
 - B. **Commission Meeting:** The next Commission Board meeting is scheduled for Wednesday, July 24, 2024 at 10:00 a.m. at the Waupaca County Courthouse, 811 Harding Street-Room LL42 (lower level), Waupaca, WI 54981.
12. **Adjourn**

Any person wishing to attend this meeting or hearing who, because of a disability, requires special accommodations should contact the East Central Wisconsin Regional Planning Commission at (920) 751-4770 at least three business days prior to the meeting or hearing so that arrangements, within reason, can be made.

**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
East Central Wisconsin Regional Planning Commission**

Date: Wednesday, January 3, 2024 – Virtual

1. Welcome and Introductions

Chair Connors welcomed attendees to the meeting and called the meeting to order at 1:00 P.M.

2. Roll Call

Introduction of Alternates, Staff, and Guests.

Committee Members Present:

Alice Connors, Chair Calumet County
 Kara Homan (Alt. for Jake Woodford) City of Appleton
 DuWayne Federwitz Waupaca County
 Gene Caldwell Menominee County
 Jerry Bougie (Alt. for Jon Doemel), Vice Chair Winnebago County
 Mark Rohloff (Alt for Matt Mugerauer) City of Oshkosh

Committee Members Absent:

Nadine Miller Outagamie County
 Sam Kaufman Fond du Lac County
 Steve Gueths Shawano County

ECWRPC Staff and Guests Present:

Melissa Kraemer Badtke Executive Director
 Colin Kafka Associate Planner

3. Approval of Agenda / Motion to Deviate A motion was made by Mr. Federwitz and second by Mr. Rohloff to approve the Agenda as presented. Motion carried unanimously.

4. Public Comment - There was no public comment.

5. Approval of the Minutes of the October 4, 2023 Economic Development Committee Meeting Minutes A motion was made by Ms. Homan and second by Mr. Bougie to approve the minutes as presented. Motion carried unanimously.

6. Announcements

A. 2024 Economic Development Committee Meeting Schedule. Mr. Kafka indicated that all the meeting will take place on Wednesday at 1:00 pm with the next meeting on April 3, 2024. He stated that consideration to change the July 3, 2024 meeting can be discussed at the next proposed meeting. The members concurred with the schedule as presented.

7. New Business/Action Items

A. Approval of the 2024 Work Program & Budget - 1500 Element – Economic Development Program. Mr. Kafka gave a brief overview of the 2024 Work Program as it pertains to 1500 – Economic Development Program. He noted that staff applied for and received the 2024-2026 Partnership Planning Grant which will be utilized to fund the ECWRPC Economic Development Program.

Ms. Kraemer Badtke shared that the Economic Development Administration (EDA) indicated that the East Central Wisconsin Regional Planning Commission is eligible for a three-year Partnership Planning Assistance grant of \$210,000, which must be matched with non-federal funds of \$90,000 (minimum) for a total of \$300,000 over the three-year performance period. She noted that the required local match went from 40% to 30% based on the economic statistics within the

ECWRPC region. The Economic Development program previously worked with a \$350,000 budget over the three-year performance period (\$210,000 federal, \$140,000 local). She reported that it would now be reduced to \$300,000. Ms. Kraemer Badtke stated that the federal funding remains constant at \$70,000/year, the local match is reduced from \$46,667/year to \$30,000/year; which is a reduction of \$16,667/year. She shared that based on prior feedback from Economic Development Committee and the Commission Board, the proposed 2024 Work Program and Budget includes an additional local match of \$16,667 for the economic development program to maintain consistent funding levels from the prior program cycle.

A motion was made by Mr. Caldwell with a second from Mr. Rohloff to approve of the 2024 Work Program & Budget - 1500 Element – Economic Development Program. Mr. Federwitz shared that he would like to see that additional local match within the budget to continue to help out in areas of need, especially economic growth in our small communities. Mr. Rohloff added that he feels that the distress level in small communities has increased and believes it is important to maintain this level of funding. Members concurred to continue this funding level. Motion carried unanimously.

8. Informational/Discussion Items

A. Economic Development Program Update

1. **2023 Small Community Technical Assistance Program** Mr. Kafka shared that East Central held the third round of the Small Community Technical Assistance Program this fall, with Ayres Associates providing free economic development technical assistance workshops to communities in our region. He noted that with funding available for four day-long workshops with selected communities, staff shared a competitive application for technical assistance in August and then with the assistance from our review team, scored/ranked them in September. Mr. Kafka shared that we received a total of 10 applications and selected four projects to implement. Ayres Associates spent additional time preparing final reports for each community to recap the workshop and/or make additional recommendations regarding the project
The technical assistance workshops took place the week of October 9th -October 12th in the following locations, focusing on the projects listed below:
 - City of Chilton – Morrissey Park Conceptual Design
 - City of New Holstein – Downtown Redevelopment Strategy
 - Village of Brandon – Brandon Downtown and Park Concepts
 - Village of Fremont – Streetscape and Redevelopment Considerations
2. **The Small Community Technical Assistance Program** Mr. Kafka shared that East Central received the Overcoming Adversity – Small Division award from the Mid America Economic Development Council at their Annual Conference held in Indianapolis. He noted the award recognizes projects or best practices that a community, region, or state utilized during a situation to overcome challenges. Current East Central Commissioner and former East Central Deputy Directory, Kevin Englebert and East Central Economic Development Planner, Colin Kafka attended the conference November 29th – December 1st and received the award in person, He noted that Mr. Englebert provided some brief remarks on the program and an appreciation for the award. The News Release on the award can be found [here](#).
3. **EDA 2021-2023 Partnership Planning Grant Close-Out** Mr. Kafka reported that staff successfully completed the 2021-2023 EDA Partnership Planning Grant in December 2023. He shared that this three-year, non-competitive grant is the main funding source for the ECWRPC Economic Development program. With the challenges in 2021 and 2022 due to staff time spent on other deliverables for the CARES Act Grant and the Main Street Bounceback Program, staff successfully reallocated the carry-over funds from these prior years towards the 5-year Comprehensive Economic Development Strategy (CEDS) update in 2023.

4. **EDA 2024-2026 Partnership Planning Grant Application** Mr. Kafka shared that the Economic Development Administration invited ECWRPC to apply for the non-competitive 2024 – 2026 Partnership Planning Assistant Grant. He noted that staff prepared and an application was submitted for this non-competitive EDA grant on November 9. An award notification is anticipated late in 2023.

B. County Roundtable Discussion (as time permits)

1. DuWayne Federwitz – Waupaca County will be seeing significant turnover this election with a number of supervisors not seeking to run and also Chair, Mr. Koeppen is not running due to health issues. He noted that there will be 1/3 turnover again this year.
2. Alice Connors – Calumet County currently has 3 districts that no one is running within, noting that long time running supervisor, Merlin Gentz has filed for noncandidacy.

9. Upcoming Meetings

A. **Economic Development Committee Meeting:** The next Economic Development Committee meeting will take place on Wednesday, **April 3, 2024** at 1:00 p.m. Further details will be forthcoming.

B. **Commission Meeting:** The next Commission meeting will take place on Wednesday, **January 24, 2024** at 10:00 a.m. Further details will be forthcoming.

10. Adjourn - By unanimous consent, Chair Connors adjourned the meeting.

Respectfully submitted by
Leann Buboltz – ECWRPC Administrative Coordinator

TO: Economic Development Committee

FROM: Colin Kafka, Associate Planner, Lead Economic Development Staff
Craig Moser, Deputy Director

DATE: July 10, 2024

RE: Economic Development Program Update

During the second quarter of 2024, East Central staff participated with regional stakeholders on an array of projects and initiatives. Staff continued to provide support for the EDA Menominee Resiliency Project and participated on the Housing Alliance Task Force facilitated by the Community Foundation for the Fox Valley Region. These initiatives address both economic resiliency and housing challenges, key priorities identified in multiple objectives and actions of the 2023 Comprehensive Economic Development Strategy (CEDS).

In addition to project specific collaboration, East Central staff continued to regularly meet with stakeholders to keep a pulse on economic development priorities throughout the region. At the regional level, staff participated in the Fox Cities Economic Development Partnership (FCEDP), Northeast Wisconsin Regional Economic Partnership (NEWREP), and the NEW North Local Partner Huddle. Staff also attended regular meetings with state and federal agencies, namely Bay-Lake Regional Planning Commission, WEDC Office of Rural Prosperity, the Wisconsin Department of Transportation, and EDA. Staff will continue to participate in regular meetings with these groups and any others that may present themselves.

AWRPC Annual Meeting

Staff attended and presented at the Association of Wisconsin Regional Planning Commissions (AWRPC) 2024 Annual Meeting and Summit held in New Glarus, WI, on June 5th – 6th. This practice-sharing and networking event brought together RPC directors and select staff to discuss the unique dynamics of RPC budgets, programming, and general successes and challenges. Melissa Hughes, Secretary of Wisconsin Economic Development Corp (WEDC), and Susan Brehm, Chicago Regional Director for the Economic Development Administration, attended the conference as panelists to discuss the economic development challenges, priorities, and initiatives at the State and Federal levels. A notable topic discussed throughout the conference concerned the challenges and opportunities faced by rural areas across the state. Many agreed that housing, place-making, funding, and capacity issues are prevalent across rural Wisconsin, and RPCs continue to slowly, but surely, grow into roles to address these rural challenges. East Central staff presented on the Small Community Technical Assistance Program, which was well received by the group. Staff continue to explore several potential funding opportunities to continue this program in 2025.

2023 Comprehensive Economic Development Strategy (CEDS) Update

Staff will begin the annual process of updating the 2023 CEDS in the third quarter. EDA requires an annual update to the CEDS with the purpose of updating economic and demographic data to the current year, reviewing the goals, objectives, and actions of the strategic direction and action plan where necessary, and monitoring the performance towards meeting the CEDS goals. Staff plan to reconvene the CEDS Committee to keep them engaged in this process and share information on new developments or trends across the region.

Staffing Update

Associate Planner Colin Kafka accepted a Principal Planner position with the City of Appleton. His last day with East Central was Tuesday, June 18th. We extend our thanks to Colin for his excellent work over the past two years leading the Economic Development program and supporting the Transportation Program. His work on the Comprehensive Economic Development Strategy and Comprehensive Safety Action Plan was particularly noteworthy. We are pleased to report that the Economic Development Planner Position vacancy resulting from Colin Kafka's recent resignation has been filled. We were pleased to have received several applications from strong candidates. East Central Senior Planner Joe Stephenson, who had been leading East Central's Environmental Management Programs, was selected to transition into the Economic Development Planner role. Joe's background having previously served as the City of Kaukauna's Director of Planning and Community Development and Principal Planner for the City of Menasha will suit this position very well. We're thrilled to have Joe move into this role as of July 1st. Due to this transition, the Environmental Planner position that Joe has vacated has been posted and we are actively recruiting to fill this position as soon as possible.