

Town of Liberty Grove
Minutes of the Economic Development Committee meeting on February 9, 2021

(This meeting was correctly posted)

Agenda:

1. Call to order
2. Roll call
3. Approve agenda
4. Approve minutes: 1/12/21
5. Public Input
6. DCEDC update
7. Discussion and possible action: review of Committee mission statement
8. Development of a strategic plan for use of podcasts and/or video profiles on Town website
9. Consider upcoming projects and potential implementation:
 - a. DCEDC tour of sites in Liberty Grove
 - b. Incubators on Town property
 - c. Attainable housing and residential co-ops
10. Future meeting
11. Adjourn

Chair John Lowry called the meeting to order at 6:00pm. Committee members Chuck Scheckel, and Candy Wassel were present along with Clerk/Treasurer Anastasia Bell and 2 members of the public via teleconference (Zoom). Committee member Andrew Gantman was excused.

Lowry moved, Scheckel second to approve the agenda as posted. Passed 3-0.

Lowry moved, Scheckel second to approve the 1/12/21 minutes as presented. Passed 3-0.

Public – None

DCEDC Update – Steve Jenkins, DCEDC, indicated that Kelsey is present to assist with the podcast/marketing discussion, Julie Schmelzer is their new Director of Business Development, the developer tour will be virtual, and the PSC has not announced grant awards. Administrator Walter Kalms and Deputy Clerk/Treasurer Doug Curzon connected to the meeting at 6:13pm.

Mission statement – Lowry noted that the name of the committee has changed since the mission statement was created. Mickie Rasch, DCN requested to be involved in the business conversations noted in the mission statement. Jenkins noted Schmelzer is tasked with creating a new business plan.

Strategic Plan for Podcasts/Video Profiles – Scheckel stated that the goal needs to be understood before the podcasts/profiles are created. Committee member David Studebaker connected to the meeting at 6:29pm. The following items were noted as items to be included in the strategic plan:

- Sectored targets will avoid a shotgun approach.
- Additional funding will be needed to market the product to the targeted crowd.
- Target areas where high-speed internet is available
 - Downtown Ellison Bay and Highway 42 corridor
 - Highway 57 corridor
 - Proximity to Sister Bay may be an advantage

- Consider commercial only use of the Val-A property
- Create a list of properties/businesses within the targeted areas
 - Johnson property, Bookstore, Val-A, and property to south of Community Center.
- Door Stop and Henricksen Fisheries may be good choices for the videos.
- Identify the current successful businesses and highlight the lifestyles to create the story
 - Younger people should be in the videos
- A unique Economic Development website may have better marketing potential.

Scheckel will start creating a marketing plan and the decision will follow the written plan. Curzon and DCEDC will assist and Rasch will ask DCN board about sharing information between websites.

DCEDC Sites – see DCEDC update.

Incubators on Town property – Not discussed.

Attainable Housing and Residential Co-ops – Not discussed.

The next meeting will be Tuesday, March 9, 2021 at 6:00pm via Zoom.

Lowry moved, Scheckel second to adjourn at 7:21pm. Passed 4-0.

Respectfully submitted,

Anastasia Bell, Clerk/Treasurer

Approved at the 3-9-2021 Economic Development Committee meeting