

**Grow North Regional Economic Development Corporation
Board Meeting
November 12, 2008
7:30 – 9:00 a.m.
The Pointe Hotel, Suites & Conference Center
Minocqua, WI**

Attendees:

Cara Kulhanek, Potawatomi Community Development Corp.
Mel Davidson, OCEDC/DRI
Jodi Hanson, Ministry Health Care
Diane Hapka, MAVWACC & Minocqua Economic Development
Tom McCallum, MAVWACC & Minocqua Economic Development
William Alesauskas, MAVWACC & Minocqua Economic Development
Rob Krieghoff, Retired, Grow North President
Bart Lamers, One Prospect Technologies
Jim Landru Jr., Forest County Supervisor
Pete Otis, Retired Partner/Wipfli
Elisa Farmilant, Congressman Steve Kagan Office
Jim Holperin, 12th Senate District
Trisha Gaffron, Rhinelander Area Chamber of Commerce
Lyn Pilch, Pilch & Barnet
Kelly Haverkamp, Vilas County UW Extension
Tera Fritz, Three Lakes Area Chamber
Dennis Bahlmann, Northcentral Wisconsin Workforce Development Board
Ted Penn, Wisconsin Public Service
Don Roberts, Nicolet Area Technical College
Sandy Bishop, Nicolet Area Technical College
Mike Cleven, Wisconsin Public Service

Minutes:

- I. **Call to order:** 7:40 a.m., Rob Krieghoff
- II. **Welcome and Introductions:** Rob Krieghoff thanked Diane Hapka for arranging for the meeting and speaker. He also sent around the sign-up sheet and advised there was Grow North promotional information at the back table available for anyone interested in learning more about Grow North/becoming a member.
- III. **Approval of Minutes:** Motion to approve the September 10, 2008 meeting minutes by Jim Landru Jr., second by Pete Otis. Motion carried.

- IV. **Treasurer's report:** Pete Otis
Ending balance 11/7/2008 = \$7,911.60 with one outstanding bill of \$21.00.
- V. **Request for nomination-2009 slate of officers:** Jodi Hanson
Jodi announced that she will be the incoming President. The Executive Committee is seeing nominations for Vice President, Treasurer, and Secretary. Pete Otis, Treasurer, and Jim Brown, Secretary, are both willing to serve another term if nominated. Nominations will be reviewed by the Executive Committee at their December meeting and a slate of officers will be brought to January Board meeting for a vote.
- VI. **Membership report:** Rob Krieghoff
Rob requested current board members and guests to complete a short survey today, seeking input on board meeting days of week, time of day, and locations. The goal is to maximize participation at bi-monthly board meetings. Jodi Hanson introduced Mel Davidson, Membership Committee Chair. Membership invoices will be sent out before the end of the year.
- VII. **Governor's Northern WI Economic Development Summit:** Jodi Hanson
Grow North is a co-sponsor for the Governor's Summit being held in Lac du Flambeau, November 17 and 18, 2008. Members are encouraged to attend.
- VIII. **Business Development:** Jodi Hansen for Dan Kuzlik
- A. Research Facilities Cluster—The second annual research summit is scheduled for Thursday, February 12, 2009, again at the Treehaven Conference Center. Dr. Molly Jahns, Dean of UW Madison School of Agriculture and Life Sciences is tentatively scheduled. Dr. Jahns and her staff are managing a \$125 million federal grant to research new markets for cellulose (wood products) including using new technologies to make film plastics using cellulose as the natural resource rather than petrochemicals. This research could have an important, positive effect on our Northwoods economy. Plans are still being made for additional programming and presentations, but people should pencil in this date on their calendars.
- B. Inventors' & Entrepreneurs' Club—Jodi Hanson for Dave Hibbard
The next meeting of the I & E Club will be Wednesday, November 19th at 6:30 pm at Nicolet College, Northwoods Center, Room 211.
The I & E Club Expo is scheduled at the Quality Inn, Rhinelander for February 11, 2009. First choice invitations have been sent to all of the inventors/businesses/entrepreneurs who participated last year. Additional invitations will go out after the end of November to any other entities interested in participating. A \$25.00 fee will be charged for table space this year. Last year more than 600 individuals attended the Expo. There will be two \$500.00 awards to the best inventor and entrepreneur.

IX. Infrastructure:

A. Transportation/Tri County Transit Project—Jodi Hanson for Dan Kuzlik
The effort has slowed a bit because of the availability of vehicles and potential for some additional state/federal grant monies to assist with this process, so the partnership is investigating those grant opportunities. There still is strong interest in developing a multi-county personal transit system for our Northwoods area.

X. Manufacturing Resource Sharing: Sandy Bishop

Sandy gave the history/purpose/timeline/results of the survey sent to 41 manufacturers. There were 15 responses. Slide show and PDF are attached. The next steps include establishing a work group. This will be an agenda item for the next Manufacturers' Steering Committee Meeting on December 12, 2008 at Northern Advantage Job Center at 2 PM.

XI. Broadband Committee Report: Rob Krieghoff for Jack Sroka

Rob thanked Jack for the work he has done with the grant application which is near completion. The primary long-term goal of this project is to bring broadband connectivity to all residents and businesses throughout the Grow North region. The proposed project is the first step in achieving that goal in that it will identify a viable business model that will allow a private sector party to develop and implement a regional wireless network. Grow North Broadband Project Summary shared.

Matching funds are needed and there is a need to identify businesses that could be approached for matching funds. Grow North members are looking for volunteers to help identify people in their counties that could be approached for matching funds.

The need for high-speed Internet continues to come up as one of the top 3 issues with business recruitment and retention in the Northwoods.

XII. Corporate Wisconsin Roundtable: Rob Krieghoff

All seven of the state's economic development organizations will be participating including Grow North at the December Corporate Wisconsin Roundtable. The Executive Committee is looking for input regarding positive aspects as well as challenges facing the region.

XIII. New Business: Jim Holperin.

Senator Elect, Jim Holperin considers Broadband a high priority and has formed a task force meeting on this topic on November 12, 2008, 9 am at the Oneida County Airport, lower level. Anyone interested is invited to attend.

XIV. **Guest Speaker:** Diane Hapka introduced Lyn Pilch, Pilch & Barnet
Lyn presented Destination Tourism Marketing, cooperative marketing efforts in Wisconsin. She outlined the 10 steps involved in Regional Tourism Marketing efforts. Lyn's power point presentation is attached.

XV. **Meeting was adjourned at 8:55 a.m.**

*Next Meeting: Wednesday, January 14, 2009 8:00 a.m. to 9:30 a.m.
Location: Northern Advantage Job Center, 100 Keenan Street,
Rhineland, WI.*

Minutes submitted by: Don Roberts, Nicolet College