



Visions Northwest Regional Economic Development Group

A Division of the Wisconsin Business Innovation Corporation

AGENDA

10:00 AM to 12:00 PM – August 12th, 2015

WITC - Hayward, WI

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of May 20, 2015 Meeting Minutes**
- 4. Discuss Changes in NWRPC Staffing for Visions Northwest**
- 5. Update on WEDC FY16 Funding and Potential Capacity Building Grant Projects (Review "Minimum Requirements for Regions")**
- 6. CEDS Status Review**
- 7. Strategic Planning Action Items Status**
- 8. Confirm Next Meeting Date**
- 9. Adjourn**



Visions Northwest Regional Economic Development Group

A Division of the Wisconsin Business Innovation Corporation

MEETING MINUTES VISIONS NORTHWEST REGIONAL ECONOMIC DEVELOPMENT GROUP WITC - Hayward, WI May 20, 2015 – 10:00 AM

Meeting called to order at 10 AM by Chairman Kelly Klein.

1. **Roll Call:** Dan Conroy – Representing Burnett County, David Minor – Representing Douglas County, Kelly Klein - Representing Iron County, Dale Heikkinen - Representing Price County, Ken Maki - Representing Sawyer County, Mari Kay-Nabozny – Representing Workforce Investment Board, Geri Dresen – Representing Chambers of Commerce, Renee Wachter – Representing Education (NorthWERD Group)

Members Absent: Scottie Sandstrom – Representing Bayfield County, Andy Albarado – Representing Rusk County, Mike Spafford – Representing Washburn County, Dale Kupczyk – Representing Economic Development Organizations, Brent McFarland – Tribal Representative, Mike Bebeau – Representing Private industry (Xcel Energy)

Others: Wayne Lindemans – Visions staff

Vacant Seats: Ashland County, Taylor County

2. **Approval of November 12, 2014 and January 14, 2015 Meeting Minutes**

Dan Conroy made a motion to approve the minutes; second by Ken Maki. Motion Carried.

3. **GIS Planning Fees - Invoice from GIS Planning for \$6,000**

Consensus of Northwest Visions Members present on 3/11/2015 to pay invoice and hold Locate In Wisconsin Workshop.

Geri Dresen made a motion to pay GIS Planning invoice and to hold Locate In Wisconsin Workshop; second provided by Ken Maki. Motion Carried.

4. **Review Preliminary Five-year CEDS Goals, Objectives, and Activities Developed 1/14/15**

Letter/Survey – Determine 3 Priorities

5. **Discuss Preliminary Gap Analysis Survey Results**

Preliminary Gap Analysis survey results were discussed by the group.

6. Discuss WEDC FY16 Funding and Possible Projects

Look at Categories – Broadband, Dale H., Workforce, Mari K., Forest Products, Ken M.

7. Next Meeting

Wednesday, August 12, 2015 10 AM to 12PM, WITC - Hayward

8. Adjourn

A motion was made by Renee Wachter to adjourn, second by Dan Conroy. Meeting Adjourned.

Myron Schuster

From: wwindemans [wwindemans@nwrpc.com]
Sent: Thursday, July 23, 2015 1:16 PM
To: mschuster@nwrpc.com; sjohnson@nwrpc.com
Subject: Fwd: WEDC FY16 Budget - Board of Directors
Attachments: image003.jpg

----- Original Message -----

From: Kathie Colbert <kathie.colbert@wedc.org>
To: Jerry Murphy <jmurphy@thenewnorth.com>, "psullivan@centergy.net"
<psullivan@centergy.net>, Lisa Herr <lisa@7riversalliance.org>, Grow North REDC
<grownorthed@gmail.com>, Pat Obrien <pobrien@mke7.com>, "pjadin@madisonregion.com"
<pjadin@madisonregion.com>, Steve Jahn <steve@momentumwest.org>, Wayne Lindemans
<wwindemans@nwrpc.com>, "gcedc@grantcounty.org" <gcedc@grantcounty.org>
Cc: Patrick Drinan <patrick.drinan@wedc.org>, Barbara LaMue <barb.lamue@wedc.org>, Tricia Braun
<tricia.braun@wedc.org>
Date: July 22, 2015 at 4:43 PM
Subject: WEDC FY16 Budget - Board of Directors

Regional Leadership Council Members:

There has been interest expressed in the EDO Funding numbers for FY-16, since WEDC Board approval Monday, July 20.

I'd like to provide you with some information we have so far:

Regarding EDO funding, the Board approved a total of \$450,000 --- a higher number than originally thought, but less than FY15

when funding was approved at 100% of statutory authority.

At the quarterly RLC meeting, Tricia also talked about the use of Capacity Building Grants if possible for more immediate needs.

The Board approved a 10% increase in Capacity Building Grants funding to \$550,000. These grants are available

to other partners, not only to EDO's. The most recent Capacity Building Grants program guidelines were distributed at

the quarterly meeting, and will be updated to include the latest numbers, but substantive changes are not planned to the guidelines.

(If you need a copy, please just let me know)

There will be more information about funding and the request process in the near future, but I hope this information is helpful

for now.

Thank you,

Kathie Colbert | Administrative Assistant
Economic and Community Development
Wisconsin Economic Development Corporation
201 W. Washington Avenue, 6th Floor



**Wisconsin Economic Development Corporation
Program Guidelines for Fiscal Year 2015**

Program Name: Capacity Building Grant

Program Inception: WEDC FY13

Team and Division Lead: Economic and Community Development – Patrick Drinan

Document Owner: Patti Holden

☐ **New** ☒ **Revised** 6/18/2015

☒ **Aid** ☐ **Partnership** ☐ **Technical Assistance**

Program Description:

Capacity Building (CB) Grant funds assist local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state of Wisconsin. The primary use of the funds is for assessments of the economic competitiveness of the area; development of a Comprehensive Economic Development Strategy; and support of strategies that will benefit the recipient organizations and their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.

Program Goal:

CB Grant funds assist local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state. CB Grant funding will generally be provided for projects that will serve as models that can be replicated across the State of Wisconsin.

This program supports the following WEDC core strategy:

Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention, and expansion.

Eligibility Requirements:

Local and regional economic development groups may use the funds for purposes that meet goals such as:

- Local or regional assessments of the economic competitiveness of the area (e.g. workforce, infrastructure, sustainability, export capacity and competitiveness).
- Development and implementation of a Comprehensive Economic Development Strategy.
- Initiatives that will benefit the organizations or their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.
- Implementation or replication of successful pilot programs or economic development best practices.

CB funding will not be provided for existing or ongoing operational costs, staff salaries, or costs incurred prior to receiving a CB award.



WEDC may take the following into account when evaluating CB Grant applications:

- The likelihood the proposed effort will result in long-term benefits to the organization or its members
- The degree to which the organization can influence state or regional economic conditions (e.g. number of localities served, membership size)
- The extent to which the problem has been approached through regional collaboration with other economic development groups and other local jurisdictions
- The financial need demonstrated by the applicant
- The extent to which the proposed effort can be replicated throughout Wisconsin

WEDC may require project match depending on the project's attributes.

Incentives and Available Funding (FY15): \$500,000

The incentives in this program are grants generally up to \$50,000.

Expected Outcomes:

The program is expected to support a minimum of eight projects.

Performance Reporting:

Performance metrics will be measured through self-reports, most often quarterly, from the recipient. The final success will be determined by the specific outcome identified in the project proposal.

Application and Awards Process:

Applicants for a CB Grant are required to complete an application through an Account Manager. The application will be assigned to an underwriter and go through the management review process.

For more information on application review, internal process, and award distribution, please refer to WEDC Awards Administration Policy.



PROGRAM REVIEW:

This document has been reviewed by the following parties (Check all that apply):

- ☒ Director of Public Policy
- ☒ Chief Legal Counsel & Compliance Officer
- ☒ VP Credit and Risk Management
- ☒ Chief Financial Officer
- ☐ Other _____

Director of Public Policy: _____

Division Vice President: _____

Date

Date

AUTHORIZED APPROVAL:

CEO or Designee: _____

Date

Branding, Banding, Retaining and Expanding

Minimum Requirements for Regions

Each region shall be recognized in its multicounty area as the lead economic development entity for that geography and will be treated accordingly by the WEDC. The regions collectively shall help inform the state's strategic planning through the leadership of the Regional Leadership Council and each region shall commit to the following core functions:

1. Convene, facilitate, and collaborate with all economic development entities in the region; this shall include but not be limited to: a) regular meetings with local and county EDCs and chambers of commerce; b) employing a regular communication vehicle such as a newsletter or scheduled e-mails; and c) issuing an annual state of the region report.
2. Conduct and/or support marketing efforts on behalf of the region and its partners which brands the region internally and tells the story of the region's economy externally (e.g. site selector outreach, trade shows, etc.)
3. Coordinate, conduct, and/or support the coordination of regular business retention and expansion activities throughout the region and coordinate the input of results to a standard platform that can interface effectively with WEDC and its platform.
4. Serve as regional reference to compile, maintain, retrieve, access, commission and/or link to, and share, data related to the region's and state's economy for purposes of responding to Requests for Information, educating elected officials and board of directors, demonstrating growth trends and metric outcomes, validating initiatives and simply providing data to partners and anyone else making inquiry. This would include an active sites database.
5. In addition to the above the region shall have the capacity to do or refer partners to the appropriate experts in those areas listed below:
 - a. Attraction
 - b. Workforce Development and/or Talent and Education partnerships
 - c. Innovation and Entrepreneurship
 - d. International
 - e. Sector Development



REGIONAL ECONOMIC DEVELOPMENT LEADERSHIP COUNCIL

Centergy

Grow North

Madison Region
Economic Partnership

Milwaukee 7

Momentum West

New North

Prosperity Southwest

Seven Rivers

Vision Northwest

REGIONAL LEADERSHIP COUNCIL

July 10, 2015 Meeting Minutes

10:00 a.m. -- 12:00 p.m.

Participating: Angi Schreiber, Peg Sullivan, Jerry Murphy, Lisa Herr, Myron Schuster; Paul Jadin, Steve Jahn, Pat O'Brien (conference call), Amy Charles

SPECIAL THANKS – TO WEDC FOR PROVIDING LUNCH AND TO KATHIE COLBERT FOR THE TREMENDOUS SUPPORT WITH EVERYTHING!

RLC Leadership Structure:

- Officers will serve a two-year term
- Charter identifies future officer succession Secretary → Vice Chair → Chair
- Jerry nominated Paul Jadin as Chair
- Angi nominated Steve Jahn as Chair
- Paul talked about the need for consensus. If the RLC is split in its approach, it will not succeed.
- Angi clarified her nomination is not related to the "bigs vs littles"
- Myron – supports either Paul or Steve
- Lisa – feels the next year is going to require savvy and possibly a "pit bull" approach to affect change
- Steve is willing to serve as Chair but admitted his inexperience may not make him the best candidate.

Decisions:

- ❖ Based on a vote of 8-1, Paul will take over leadership of the RLC effectively immediately. (Angi voted for Steve)
- ❖ Motion made to change the RLC Charter to reflect officers have the option to only serve one year
- ❖ Motion made for Steve to become Vice Chair – unanimous approval
- ❖ Motion made for Peg to remain Secretary/Treasurer – unanimous approval

Meetings:

- Meeting schedule will remain as is
- Peg will develop the meeting schedule through 2016
- Members are asked to lock in the dates for at least a conference call
- Add other events that present an opportunity for collaboration

Support Functions

- Funding – would WEDC assist with funding admin support?
- Barb LaMue and Patrick Drinan are going to be more involved with regions
- Members agree that support is needed. Is anyone willing to pay
- Myron suggested a “fee or dues” for regions that can be used to fund support.
- RLC relationship with WEDC needs to be arms length

Decisions:

- ❖ Establish a formal process for administration
- ❖ Administration direction comes from Chair
- ❖ Funding – an annual fee of \$300 will be required from each REDO

PAUL TAKES OVER MEETING AS NEW CHAIRPERSON –

- Reinforced there will be issues the RLC does not agree on. Paul - everything will be voted on, No decisions will be made without consensus from the RLC
- Schneider Prager Report needs to be moved forward. Paul asked if the group is still in agreement with the 5 points outlined in the Branding, Banding, Retaining and Expanding – Minimum Requirements for Regions. All agreed.
- WEDC Capacity Building Grants will likely be required to involve the Regions.
- Funding recommendations were discussed. Amy: Let our Strategic Plans be adequate to Substantiate Base Level Funding. Recording requirements would have to change.
- Paul, lets recommend that “tools” be removed from funding.

JOINT MEETING WITH WEDC

Tricia Braun, Patrick Drinan and Barb LaMue joined the RLC

WEDC UPDATES – Tricia

- WEDC has engaged in a Regional Competitiveness process to evaluate several areas
- Engagement at the local level i.e., CAMS & RAMS is being evaluated
- Communications have to improve
- Identifying how best to educate stakeholders on the value and purpose of a state economic development organization has to occur

FUNDING (Interim until regional competitiveness analysis and recommendations are completed)

- Capacity Grants and the REDO role – joint agreement that REDO role is review and comment
- Capacity Grant Funding will increase from \$500,000 to \$750,000. New guidelines were Developed and distributed. Matching funding has been eliminated.
- Base Level Funding total is \$250,000 (equates to just under \$30,000 annually per region)
- There is still time to make changes to the above (per Tricia)
- ❖ Jerry - request to Tricia to do whatever she can to increase the base level funding (Jerry)
- ❖ Tricia – request to RLC to further define the five items determined from the Schneider Prager report. Develop metric and identify how each region will comply.

Peggy Sullivan, Secretary

A BOLD VISION FOR ECONOMIC GROWTH & PROSPERITY...

*The Northwest Wisconsin Region's
"Vision for Prosperity"*

Comprehensive
Economic
Development
Strategy

1. A summary of economic development conditions of the region.
2. A SWOT analysis (economic/community strengths, weaknesses, opportunities, threats.
3. Identified strategies and an implementation plan derived from the SWOT process.
4. Performance measures used to evaluate the EDD's development/implementation of the CEDS.

What is an Economic Development District (EDD)

A Snapshot of the Northwest Region of Wisconsin

Progress in the Northwest Region of Wisconsin

[illegible]

Report Card for the Northwest Region in 2014

THE VISION FOR PROSPERITY ACTION PLAN

Goal 1: Provide fully functional regional infrastructure that facilitates economic growth

Objective 1: Identify existing infrastructure

- Activity 1: Form an infrastructure taskforce
- Activity 2: Identify 3-5 high priority infrastructure needs
- Activity 3: Gather existing infrastructure information high priority needs

Objective 2: Identify current and future needs of high priority needs

- Activity 1: Research existing needs and projects
- Activity 2: Research missed opportunities
- Activity 3: Research future needs and initiatives

Objective 3: Fund Identified infrastructure needs

- Activity 1: Identify existing funding sources
- Activity 2: Disseminate identified needs and potential funding sources
- Activity 3: Develop funding implementation plan

Goal 2: Support implementation of a regional workforce development strategy

Objective 1: Define state of workforce activities

- Activity 1: Collate partner efforts and/or activities in place
- Activity 2: Collect labor force information
- Activity 3: Forecast and share labor force information

Objective 2: Develop narrative of high potential (current & future) workforce needs

- Activity 1: Prepare a white paper
- Activity 2: Prepare a one-page executive summary

Objective 3: Develop marketing message and tools

- Activity 1: Seek best practices using regional educational institutions
- Activity 2: Develop five best practices
- Activity 3: Share information and tools with stakeholders

Goal 3: Fully utilize the potential of the forest, encouraging value-added product development by leveraging technology and resources

Objective 1: Better utilize research labs

- Activity 1: Meet with forest product laboratory officials
- Activity 2: Encourage regional specialists

Objective 2: Leverage resources to encourage the US Forest Service to harvest allowable cut

- Activity 1: Meet with Congressional delegation
- Activity 2: Meet with US Forest Service officials
- Activity 3: Explore partnerships with Great Lakes Timber Professionals Association LTPA and Federal Timber Purchasers Committee FTFC

Objective 3: Analyze regional value-added opportunities

- Activity 1: Meet with State agency forest product sector managers (WEDC and DNR)
- Activity 2: Explore industry/sector development funds
- Activity 3: Analyze regional timber production and usage

What is the "Vision for Prosperity?"

The "Vision for Prosperity" is a framework to encourage economic development in Northwest Wisconsin. It is the cornerstone upon which the 2015 Comprehensive Economic Development Strategy (CEDS) is built. The vision focuses on three regional 'priorities' that constitute the foundation for economic development activities in the Northwest Region over the next five years. The Priorities, ranked in order of importance are:

1. Infrastructure Needs Analysis and Funding.
2. High Potential Workforce Attraction and Retention Strategies.
3. Expand Wood Products Potential.

These priorities are the result of a meeting of the Visions Northwest Regional Economic Development Group in January 2015. 'Visions Northwest' is a coalition of partners representing the region's public, business, and civic sectors. The Group assumed the role as the CEDS Strategy Committee and were tasked with the purpose of: 1) prioritizing three primary goals to direct Economic development efforts toward achieving in the next five years; 2) create an action plan with 3-5 objectives for each goal; and, 3) define 3-5 activities to accomplish for each objective in the next year.

The activities for each Goal/Objective will be evaluated for performance and updated/expanded by 3-5 new activities in each of the four remaining years under the current CEDS.



Major Committed Projects of Regional Significance

Project	Key Implementer(s)	Public or Private	Total Estimated Cost
(Example) Madeline Island Ferry Dock Expansion	Ashland and Bayfield counties/ Town of La Pointe / Wisconsin Coastal Mgmt/ EDA/Madeline Island Ferry lines	Public/Private	1.4 M

[This will require sending a form to all county administrators, Municipalities, Chambers of Commerce, and Economic Development Organizations. Should include private building permits issued for projects of major significance for new construction or expansion.]



Special Projects Seeking EDA Funding in the Northwest Region

\$1.68 Million

City of Ladysmith

Transmodal Center and Industrial Park
Infrastructure/Warehousing/Rail- Semi Freight Transfer
and Storage/Office/Industrial Park

\$8.21 Million

Lac Courte Oreilles Tribe

Waste Water Treatment Facility Upgrade
Infrastructure

\$1.4 Million

La Pointe (Madeline Island)

Ferry Line Dock Expansion
Infrastructure

[These projects are listed as examples only for the purpose of illustration]

Reserved to place picture of scale drawing of project

Reserved to place picture of scale drawing of project

Reserved to place picture of scale drawing of project

- Abundant clean water and timber resources and minerals
- Unsurpassed natural beauty in a rural setting
- Rich cultural amenities and historical character
- Strong educational involvement workforce development
- Accelerated growth in wood and plastics manufacturing sectors
- Conveniently located between two metropolitan centers
- Contains America's northernmost international seaport, airport and rail hub



Northwest Regional Planning Commission

NWRPC

keeping your future as our focus

An Economic Development District Serving Northwest Wisconsin

Resources available to create or expand your business in Northwest Wisconsin include:

- Numerous business revolving loan funds
- National acclaimed rural business incubation model
- A regional community-based venture capital fund
- Approved SBA Microloan intermediary
- Business development and technical assistance provider

For more information:

The complete CEDS 2015 – "Vision for Prosperity" with supporting appendices can be viewed and downloaded at

www.nwrpc.com

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Serving communities within and counties of
**ASHLAND, BAYFIELD, BURNETT,
DOUGLAS, IRON, PRICE, RUSK, SAWYER,
TAYLOR, & WASHBURN**

And the Tribal Nations of
**BAD RIVER, LAC COURTE ORIELLES, LAC DU
FLAMBEAU, RED CLIFF, & ST. CROIX**

The preparation of this report was financed in part from a Planning Assistance grant from the U.S. Department of Commerce – Economic Development Administration and the Wisconsin Economic Development Corporation

Action Plan

Goal 1: Provide fully functional regional infrastructure* that facilitates economic growth.

Objective 1: Identify existing infrastructure.

Activity 1: Form taskforce by 3-1-15.

Activity 2: Identify 3 to 5 high priority infrastructure needs by 7-1-15.

Activity 3: Gather existing infrastructure information for high priority needs.

Objective 2: Identify current and future infrastructure needs (for high priority needs).

Activity 1: Research existing needs and projects.

Activity 2: Research missed opportunities.

Activity 3: Research future needs and initiatives.

Objective 3: Fund identified infrastructure needs.

Activity 1: Identify existing funding sources.

Activity 2: Disseminate identified needs and potential funding sources.

Activity 3: Develop funding implementation plan.

***Infrastructure, including but not limited to:**

Hard Infrastructure

- **Broadband and Cell Coverage**
- **Natural Gas and Electricity**
- **Transportation (rail, state/federal highways, airports, ports)**
- **Sewer and Water (storm and wastewater)**

Soft Infrastructure

- **Senior Housing**
- **Cultural Enrichment**
- **Parks and Trails**
- **Recreational Opportunities**
- **Public Transportation**

Action Plan

Goal 2: Support implementation of a regional workforce development strategy.

Objective 1: Define state of workforce activities.

Activity 1: Look to regional partners efforts/activities in place by NWWIB (Mari) by 7-1-15.

Activity 2: Collect labor force information by NWRPC by 7-1-15.

Activity 3: Forecast and share labor force information by NWRPC by 8-1-15.

Objective 2: Develop a narrative of high potential (of current & future) workforce needs.

Activity 1: Prepare white paper by Visions NW Board Chair and Board by 9-1-15.

Activity 2: Prepare one page executive summary by Visions NW Board Chair and Board by 9-1-15.

Objective 3: Develop marketing message and tools.

Activity 1: Seek out best practices and involve all levels of educational institutions by Visions NW Board by 11-1-15.

Activity 2: Develop top five best practices by Visions NW Board by 1-15-16.

Activity 3: Share information and tools with stakeholders by Visions NW Board all through 2016.

Regional Economic Development Project/Issue: Expand Wood Products Potential

Action Plan

Goal 3: Fully utilize the potential of the forest, by encouraging value added product development through leveraging technology and resources.

Objective 1: Better Utilize Research Labs.

Activity 1: Meet with NRRI and Forest Products Labs by Visions Northwest (NW) – fall, 2015.

Activity 2: Encourage Regional Specialists by Visions NW Committee – ongoing.

Objective 2: Leverage key resources to encourage the Forest Service to harvest allowable cut.

Activity 1: Meet with Congressional Delegation by Visions NW Committee, winter 2015.

Activity 2: Meet with Forest Service by Visions NW Committee, winter 2015

Activity 3: Explore partnerships with Great Lakes Timber Professionals Association (GLTPA) and Federal Timber Purchasers Committee (FTPC) by Visions NW Committee by spring 2016.

Objective 3: Analysis of value added opportunities.

Activity 1: Meet with Wisconsin Economic Development Corporation (WEDC) Forest Product Sector Manager by Visions NW, 2015.

Activity 2: Look into industry development funds WEDC by Visions NW in 2015.

Activity 3: Identify the numbers of the Timber Production and Usage by Visions NW in 2016.