

MEETING MINUTES

CITY OF RICHLAND CENTER
450 S. MAIN STREET – PHONE 608-647-3466
RICHLAND CENTER, WI 53581

MINUTES OF THE RICHLAND ECONOMIC DEVELOPMENT BOARD

**Monday, July 20, 2020 at 1:00 P.M. in the Council Chambers at the
Municipal Building, 450 S. Main Street, Richland Center, WI 53581**

1. Roll call was taken, quorum determined, and Clerk Melinda Jones reported that the meeting had been properly noticed. Bruce Kaasa absent – All other members present.
2. Review and approve minutes of the last meeting
Motion: Marty Brewer
Second: Todd Coppernoll
Vote: Unanimous
3. EDD Report & Actions – Report was given by Director Jasen Glasbrenner. Numerous new contacts were made, new dialysis center project agreement and land sale is very close to complete, help has been given to five individuals in the area of new business development and two businesses that are looking to sell. Efforts are being put forth in housing & land development, childcare, CDBG Close. Hours for last two pay periods were still significantly above normal.
4. Rural Broadband Expansion – Al Lins is tracking information in regard to this topic and has written all members of RED with information. Jasen has had email contact with Dave Bangert of WIConnect and is working to connect further. It was discussed that for 2020 there were four grants awarded into Richland County for Bb Expansion at a total of \$1.322 million. La Valle Tele, Richland Grant Tele, and Tech Com were the recipients. Jasen will continue to watch for opportunities.
5. Workforce Attraction – This is a different concept than workforce development. It considers whole life and quality of life issues and recognizes that when people are looking for employment they are looking for more than just a job description. Glasbrenner suggest that Richland Center and Richland County should be moving forward with a County and City Marketing effort that provides potential workers and residents of the area a quick and easy vision of what life can be like in our community. This effort would be most effective if the towns, city, and county were operating under a comprehensive marketing plan. Glasbrenner suggests if pooling of resources is considered that the Richland County community would likely have a substantial foundation for creating a highly professional and concerted effort. Eric Klang commented that Rockwell had been putting forth efforts in this area and had been seeing positive results with regard to workforce attraction. Culture of promotion.
6. Housing – Glasbrenner has had several conversations with land owners and developers in the area and is working to facilitate a deal between a developer and land owner that would yield zero step condo units in Richland center. Kleinsasser still indicates that the next 45 unit building at Panorama Estates will be in the Spring of 2021. The development agreement that he signed allowed him until April of 2023 to construct the second building.
7. Proposed Budget for 2021 – Budget that was prepared by Glasbrenner was reviewed. Recommendation was given to add \$15,000 for Professional Services which could be used for outside professional service providers to assist in advancing Economic Development in Richland County. The proposed 2021 budget is 7% less than the 2020 budget. Mike Breininger commented on competitive wages for this position and suggested the need for an increase in the future.

Motion: Marty Brewer – To approve proposed budget and submit to the review process of Richland County.

Second: Todd Coppernoll

Vote: Unanimous

8. Culture and mission statement creation – Mike Breininger led a process of mission statement development. First action words and cultural outcomes were identified and then statement were developed. Each member of the RED Board was encouraged to continue to work on a mission statement that was 8 words long. Each member will report back at next meeting with their top 3 mission statements. A document of the mission statement work that was done during the meeting was created and will be sent out as a tool for the next meeting.

9. Other items

The County and the City are in this together.

10. Next meeting date

Monday, September 14th @ 1:15pm

11. Adjourn

Motion: Marty Brewer

Second: Mike Breininger

Vote: Unanimous
