LA CROSSE COUNTY NOTICE OF MEETING

COMMITTEE/BOARD:  LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

DATE OF MEETING:  THURSDAY, APRIL 4, 2019

MEETING PLACE:  COUNTY ADMINISTRATIVE CENTER – ROOM 1107
212 6TH ST N, LA CROSSE, WI

TIME OF MEETING:  7:30 A.M.

PURPOSE OF MEETING:
1. Call to Order/Roll Call
2. Public Comment
3. Approve Minutes of March 7, 2019
4. SMRT Bus Update
5. Lakeview Business Park Update
6. Broadband Availability Data
7. Econowatch
8. Review of Financial Incentive Goals
9. Report on Membership/Contributions Invoices
10. Agency Updates
11. Next Meeting – May 2, 2019 - 7:30 a.m.
12. Future Agenda Items
13. Adjourn

NEWS MEDIA
La Crosse Tribune
Other news media

COUNTY DEPARTMENTS
County Board Chair
County Administrator
County Clerk

OTHERS
Paul Gleason
Scott Heinig
Carl Colsch
Jim Speropulos
Clinton Thorp
Vicki Markussen
Anne Hlavacka
Jason Gilman
Vicki Burke
Peg Isola
Robin Moses
Charley Weeth

COMMITTEE MEMBERS:
Tara Johnson, President
Monica Kruse, Vice President
Sharon Davidson, Secretary/Treasurer
Gibran Augustine
Patti Balacek
Megan DeVore
Mike Giese
Sharon Hampson
Dave Holtze
Debra McKenney
Laurie Miller
Joe Moua
Steve O’Malley
Doug Weidenbach
John Wettstein

MEMBERS:  NEED A QUORUM TO CONDUCT BUSINESS  If unable to attend, call County Board Chair Office at 785-9563.
PERSONS WITH DISABILITIES:  If you need accommodation to attend this meeting, please contact County Board Chair Office at 785-9563 as soon as possible.
DATE NOTICE POSTED:  March 29, 2018

This meeting may be recorded and any such recording is subject to Disclosure under the Wisconsin Open Records Law
#4 – SMRT Bus Update

La Crosse County, as the administrator of the SMRT bus has been awarded both an operating and a capital grant for 2019. We will be placing a resolution on future County Board agenda to accept these grants. NOTES: Operating grant is a lower percentage than expected. We will need to find additional local match dollars to provide the level of service planned for 2019. We are not concerned about this, as we expect to find these local sponsors. We were awarded grants for two replacement buses, which will replace buses that were purchased in 2012 and have nearing 500,000 miles. We are thrilled about this award. We will need to find additional local capital match as these are 80/20 grants. (We budgeted for a grant for one bus.)

#5 – Lakeview Business Park Update

Industrial Drive was again flooded in the March melt event. We have sustained some erosion and pipe damage as a result. This has generated important discussion between the Village and the County as to design of repair, financing and responsibilities. More discussion to commence soon.

#6 – Broadband Availability Data

The Board had requested some data on broadband availability in the County. The FCC has a website that provides broadband coverage data - https://broadbandmap.fcc.gov/#/. Staff will also present some data from Bug Tussel Wireless, and from the proposals in the Governor’s budget.

#7 – Econowatch

We will hand this report out at the meeting on Thursday as we continue to refine this data and hope to have a final product for you on Thursday. We can discuss this product, or wait until May to have a longer period to review.

#8 – Review of Financial Incentive Goals

As we go through the CDBG-CLOSE process, it is a good time to review our financial incentive programs to see if we are still meeting a community need and filling a market gap, or if there are changes that should be made to better serve the community. We have reached out to our Launch La Crosse partner organizations, so we will share any feedback that we receive from them, and will lead the Board through a discussion on this topic. Attached are program brochures for our Innovation & Diversification Grant Program and Micro Loan Fund for your review.

#9 – Report on Membership/Contribution Invoices

As we worked on the 2019 budget, it seemed that the Board wanted to be more aware of the payments to partner organizations. We have received the following requests for payment from the $50,000 that we budgeted in “Memberships Other”:

- Chamber of Commerce - $3,275 (changed from amount based on number of employees to an ability to choose your membership level)
- 7 Rivers Alliance – member renewal request has been received; last year we were at the $5,250 Cornerstone level
- DMI - $3,000 (Landmark level)
- LADCO - $34,462, paid in quarterly payments, so first payment of $8,615.50 is due

Attached is a summary of the various membership levels that are offered by the above partner organizations.

#10 – Agency Updates

Any partner organizations in attendance will provide brief updates on upcoming events and projects.
LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
March 7, 2019
Administrative Center – Room 1107

| MEMBERS PRESENT: | Tara Johnson, Monica Kruse, Sharon Davidson, Gibran Augustine, Patti Balacek, Megan DeVore, Mike Giese, Sharon Hampson, Dave Holtze, Joe Moua, Steve O’Malley, Doug Weidenbach, John Wettstein |
| MEMBERS EXCUSED: | Debra McKенney, Laurie Miller |
| OTHERS PRESENT: | Brian Fukuda, Charlie Handy, Greg Flogstad, Karl Green, Matt Boshcka, Scott Anderson, Jorge Beltran, Emilene Anna Heiderscheit, Terri Urbanek, Terri Pavlic |

CALL TO ORDER
Chair Johnson called the meeting to order at 7:30 a.m.

PUBLIC COMMENT – there was no public comment.

APPROVAL OF MINUTES OF THE FEBRUARY 7, 2019 LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC. MEETING
MOTION by Holtze/Hampson to approve the minutes of the February 7, 2019 La Crosse County Economic Development Fund, Inc. meeting. Motion carried unanimously; McKenney and Miller excused.

CONSIDERATION OF INNOVATION & DIVERSIFICATION GRANT APPLICATIONS FROM NURTURE – HOLISTIC BEAUTY & WELLNESS CO-OP CENTRE AND CANNABIZ DEPOT
The Innovation & Diversification Grant Program is designed to encourage businesses to take on innovative projects that would lead to expanding into new product areas and diversifying their market base. We budget $15,000 annually for this grant program. We have two applications today: Nurture – Holistic Beauty and Wellness Co-op Centre and Cannabiz Depot.

Brian Fukuda distributed a handout with the application history for the Innovation & Diversification Grant Program, the first being in 2013 to Interior Systems International. We have had a lot of success with these grants with a 100% success rate to date.

Nurture – Holistic Beauty and Wellness Co-op Centre – the applicant Emilene Anna Heiderscheit, was present to discuss her proposed project and grant request for $5,000. She has successfully been operating as a single operator LLC in Tease Salon & Barbershop for 6 years. She is in the process of expanding her business into a new space with room for other service providers in the realm of holistic beauty and wellness. MOTION by Hampson/Wettstein to approve the grant to Nurture – Holistic Beauty and Wellness Co-op Centre in the amount of $5,000 from the Innovation & Diversification Grant Program. Motion carried unanimously; McKenney and Miller excused.

Cannabiz Depot – Matt Boshcka and Scott Anderson were present to discuss their project, Cannabiz Depot LLC, a retail establishment that will sell all things hemp related. In order to capitalize on relatively recent regulation changes, Cannabiz Depot was established and is working to open a retail storefront in Downtown La Crosse (formerly the Stamp ’n Hand location). Their plan is to diversify the storefront retail business by establishing a private-label brand of CBD products and a state-of-the-art website for significant e-commerce. They are requesting a grant in the amount of $7500. MOTION by Kruse/Balacek to approve the grant to Cannabiz Depot in the amount of $7,500 from the Innovation & Diversification Grant Program. Motion carried; McKenney and Miller excused; Holtze abstained.
REPORT ON MEMBERSHIP/CONTRIBUTIONS INVOICES
Committee members previously requested to be more aware of payments to partner organizations. We have received the following requests for payment from the $50,000 that we budgeted in “Memberships Other”:

- Chamber of Commerce - $3,275 (this membership amount used to be based on number of County employees, however now is based on various membership levels: Visionary $7,000; Leader Level $3,750; Champion Level $1500; Growth Level $750; Investor Level: $375); there were questions on the $475 increase (14.5% increase) and our number of employees has stayed the same, and there are no added benefits or services for the County
- 7 Rivers Alliance – member renewal request has been received; last year we were at the Cornerstone level
  - Levels include: Prime $1,260; Cornerstone $5,250; Heritage $15,450
- DMI - $3,000 (Landmark level)
- LADCO $34,462 paid in quarterly payments; first payment of $8,615.50 is due this month

We have also received an invoice from Mississippi River Planning Commission for the $53,381 that was separately budgeted for them.

Chair Johnson suggested that this topic be added to next month’s agenda to discuss in further detail. These membership invoices will not be paid until after further discussion and consensus.

BROADBAND AVAILABILITY DATA
This will be held over to next month’s meeting.

INTRODUCTION OF JORGE BELTRAN, LADCO EXECUTIVE DIRECTOR
The new LADCO Executive Director Jorge Beltran was introduced. After an extensive search, Mr. Beltran was hired and has been on board at LADCO for a month now. He was born and raised in Michigan, and for the last 10 years has lived in San Antonio. He feels that the four key areas in economic development are: workforce, talent retention; business retention and expansion/sustainability.

AGENCY UPDATES – Greg Flogstad indicated that the Mississippi River Regional Planning Commission (MRRPC) is helping out on the Bremer Grant Application for the SMRT bus, the La Crosse County Recreation Plan, the Recreation Plan for the Village of West Salem, and the Marketing and Tourism Plan.

NEXT MEETING: March 7, 2019 at 7:30 A.M.

FUTURE AGENDA ITEMS
- Report on Membership/Contribution Invoices
- Broadband Availability Data
- Review of Financial Incentive Goals
- Econowatch

ADJOURN
There being no further business, MOTION by Augustine/Moua to adjourn the meeting at 9:02 a.m. Motion carried unanimously; McKenney & Miller excused.

The above minutes may be approved, amended or corrected at the next Committee meeting.

Terri Pavlic, Recorder
About La Crosse County Community Development

La Crosse County continues to be a partner with area businesses to encourage growth and sustainability.

We manage the Lakeview Business Park in the Village of West Salem and can assist with other business siting needs.

We also have a variety of financial assistance programs. In addition to the micro loan fund, we offer:

- **Revolving Loan Fund** - providing affordable gap financing to help create jobs.

- **Micro Loan Fund** - to stimulate business start-ups and encourage growth in existing small businesses.

We look forward to working with you!

For More Information:
www.lacrossecounty.org/economicdevelopment
bfukuda@lacrossecounty.org
608-785-5792

La Crosse County
Community Development

Innovation & Diversification Grants

Grant funding to encourage businesses to diversify their products and markets, and to be innovative in their offerings.

La Crosse County Community Development

La Crosse County Community Development

1851 LA CROSSE COUNTY

La Crosse County Community Development

212 6th Street N.
Room 2300
La Crosse, WI 54601

Phone: 608-785-5792
Fax: 608-785-5922
E-mail: bfukuda@lacrossecounty.org
La Crosse County wants to help your business grow!

**Program Purpose**

This program exists to provide financial resources to businesses that are poised for growth, and encourage them to be innovative in the development of new products and the establishment of new markets for their existing products.

- Expand product base through research, testing, and/or new product development;
- Expand market base through enhanced planning and marketing activities;
- Diversify market base by expanding into different markets;

Preference will be given to projects that increase sales outside the region and show minimal adverse impact on existing local businesses.

**Program Eligibility**

To be eligible, a business must:

- Be located or plan to locate in La Crosse County
- Have 250 or less employees

**Grant Specifics**

- $1,000 to $10,000 grant;
- Projects must begin after grant award agreement is signed and be completed within 12 months;
- Projects must include at least 100% cash match of County grant funds;
- Applications with at least 50% cash match may be considered if other program goals are met;
- At least 50% of cash match must come from applicant, and the remaining could come from a 3rd party;
- Applicants that show that they have used other non-profit entrepreneurial resources will receive preference;
- Applications must have clearly defined projects with clearly stated outcomes.

**Process**

Please visit www.lacrossecounty.org/economicdevelopment for a copy of our application and call the number on the back to schedule an initial meeting with County staff.

Completed applications should be returned to the address on the back.

Applications will be reviewed by the review team, which will make a recommendation to the La Crosse County Economic Development Fund (LCEDF) Board, which meets on the 1st Thursday of each month.

Applicants may be asked to make a presentation to the LCEDF Board.

Application review and consideration will generally take between 30 and 60 days.

**Launch La Crosse**

To find other resources for small businesses that are offered by our non-profit partner organizations, please visit:

www.launchlacrosse.org
About La Crosse County Community Development

La Crosse County continues to be a partner with area businesses to encourage growth and sustainability.

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We also have a variety of financial assistance programs. In addition to the micro loan fund, we offer:

- **Revolving Loan Funds** - providing affordable gap financing to help create jobs.
- **Innovation & Diversification Grants** - to assist businesses in gaining customized consulting assistance to complete

We look forward to working with you!

La Crosse County Community Development

212 6th Street N.
Room 2300
La Crosse, WI 54601

Phone: 608-785-5792
Fax: 608-785-5922
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For More Information:

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bfukuda@lacrossecounty.org
608-785-5792
La Crosse County wants to help your business grow!

**Program Eligibility**

To be eligible, a business must:

- Be located or plan to locate in La Crosse County
- Have less than $1m in annual sales and a maximum of 25 employees.

Eligible activities for loan funds include the following:

- New working capital
- Inventory/supplies
- Equipment, furniture, and fixtures
- Technology upgrades
- Acquisition of real estate
- Leasehold improvements and building renovations
- Business purchase

The borrower is expected to contribute a minimum of 10% equity into the project.

**Loan Specifics**

- $1,000 to $20,000 loan sizes (depending on use and location);
- Fixed interest rates, typically between Prime Rate and Prime+3% depending on risk assessment;
- Loan term will be established consistent with the use of funds;
- A minimum of 10% equity is required;
- Collateral may include business and personal assets as warranted and deemed necessary;
- Flexible terms of repayment dependent upon the specific business needs may be available;
- Funds cannot be used for personal use or to reimburse expenses that have already been made;
- There are no prepayment penalties.

**Process**

Please visit www.lacrossecounty.org/economicdevelopment for a copy of our application and call the number below to schedule an initial meeting with County staff.

Completed applications should be returned to the address below.

Applications will be reviewed by the loan review team, which will make a recommendation to the La Crosse County Economic Development Fund (LCEDF) Board, which meets on the 1st Thursday of each month.

Applicants may be asked to make a presentation to the LCEDF Board.

Application review and consideration will generally take approximately 60 days.

**Launch La Crosse**

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www.launchlacrosse.org
Chamber Membership Levels

**Visionary:** $7,000.00
Provides a concierge service for your recruits and their spouses to sell them on our community and acclimate them to the community and help family members find positions. You are spotlighted as a prominent employer.

- **Leader:** $3,750.00
Supports our advocacy efforts and puts you in a position of being on our board of advisers. Provides scholarships to our leadership programs in your name to small employers.

- **Champion:** $1,500.00
For businesses whose growth relies on the growth of our local businesses (B2B). These champions of small business help us develop programs that not only help themselves, but also help their customers grow. Investors at this level and above receive additional ribbon cutting services for those seeking an open-house experience.

- **Growth:** $750.00
Join our Small Business Council that meets for topic-based and location based meetings, receives discounts off our leadership programs, gains additional exposure through our microsite, is able to post business news, jobs, business-related items for sale (ex. equipment, furniture), post community events, and can add additional directory headings in our online listing and relocation guide.

- **Investor:** $375.00
attend our Business After Hours, join our Young Professionals group for 21-40 year olds (additional fee), meet other businesses through our volunteer opportunities, celebrate your success with ribbon cuttings and announcements, attend educational, advocacy and other events at the membership rate, receive member-only discounts, and who supports our advocacy efforts that represent your voice locally plus at the state and national levels.

7RA Membership Levels

- **Heritage Investor:** $15,450 // unlimited employees
Benefits: Main page promotion in all print materials and on The 7 Rivers Alliance Website; Up to five complimentary registrations for all events and programs and a 25% reduced registration fee for additional participants; sponsor greeting, booth and promotional display at all programs and events; unlimited employees receive access our resources and receive our mailings and e-newsletters.

- **Cornerstone Investor:** $5,250 // unlimited employees
Benefits: Main page promotion in all print materials and on The 7 Rivers Alliance Website; Up to three complimentary registrations for all events and programs and a 20% reduced registration fee for additional participants; unlimited employees receive access to our resources and receive our mailings and e-newsletters.

- **Prime Investor:** $1,260 // unlimited employees
Benefits: Promotion in all print materials and on The 7 Rivers Alliance website; unlimited employees receive access to our resources and receive our mailings and e-newsletters and a 20% reduced registration fee.

- **Individuals, Small Business and Non-Profits**
  - Premier: $315 // up to 4 employees
  - Community: $315 // up to 4 employees
  - Basic: $105 // Individual

DMI Membership Levels

- **Individual Member**..........................$50.00
- **Cornerstone Member**......................$200.00
- **Keystone Investors**.......................$500.00
- **Lamplight Investors**......................$1000.00
- **Landmark Investors**......................$3000.00