

**Green County Development Corporation Board Notes**  
**Thursday, May 21, 2020**  
**Via Zoom Call**

1. **Attendance:** Nikki Matley (Thrivent Financial), Matt Urban (Blackhawk Technical College - BTC), John McNeil (Big Radio), Richard Thoman (Monroe City Council/County Board/AmericInn), Jane Curran-Meuli (Monroe Clinic), Joan Rufenacht (County Board), Ron Schaaf (Bank of New Glarus/Sugar River Bank), April Fuhr (Village of Monticello/Bug Tussel), Mike Sanders (1100 Partners), Beth Luchsinger (County Board), Brian Wilson (Village of Belleville), Dr. Tracy Pierner (BTC), Craig Fuchs (Orchid International), Donna Douglas (City of Monroe), Kristi Smith (Small Business Development Center), Cara Carper (Green County Development Corporation - SBDC), Calvin Boldebeck (Congressman Mark Pocan’s office), Kat Cisar (Monroe Times), Steve Genoway (UW Platteville).
2. **Call to Order:** President Nikki Matley called the meeting to order at 7:30 am.
3. **Introduction of all on the call**
4. **Approval of Agenda, Minutes (April 16, 2020) and Financials (February/May):** Motion by John McNeil; second by Brian Wilson. Motion carried.
5. **Events Update/Staff Update:** Cara provided a written report and a brief update.
  - a. SBDC Update – Kristi Smith provided the most recent metrics for southwest Wisconsin:

**PSW WI – SBDC January 1 – May 13, 2020**

County	Number of Clients	Business Starts	Capital Infusion
Crawford	4		\$1,000
Grant	23	1	\$462,100
Green*	86	5	\$800,400
Iowa	17		\$87,030
Lafayette	15		\$10,000
Richland	7		
<b>Total</b>	<b>152</b>	<b>6</b>	<b>\$1,360,530</b>

2019 Jan 1-Dec 31 for comparison

2019 Jan 1-Dec 31	201	16	\$2,897,450
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	Number of Clients	Business Starts	Capital Infusion
Goals	80	9	\$2,204,532
Total as of 5/13/20	152 (190%)	6 (67%)	\$1,360,630 (62%)

SBDC Update (continued) – Kristi has been helping clients with the Economic Injury Disaster Loan (EIDL), the Paycheck Protection Program (PPP) and the Pandemic Unemployment Program.

- b. Your Business 2.0 – The webinar was conducted as a train-the-trainer model. Thirty eight people attended. There were some technical issues, but overall it went very well.
  - c. COVID-19 - There was discussion about the difficulties businesses are having getting employees back due to higher unemployment payments. Kristi Smith (SBDC) urged employers to work with their employees and talk with them about the fact that the extra unemployment will run out on July 25 and they likely would like a job after that. Kristi suggested offering employees their jobs back in writing and requiring a written response. That will help with any forgiveness of the PPP program. Also, Department of Workforce Development has a Work Share Program <https://dwd.wisconsin.gov/uitax/workshare.htm> that may be useful to coax employees back.  
Ron Schaaf at New Glarus State Bank explained that local lenders are going to need to do some hand-holding with their clients to ensure they get the full PPP forgiveness.
  - d. Driftless Homes Project – Two webinars have been held. It appears Brodhead may be interested in the program. There is hope that other communities in Green County may also be interested, but many local committees have not been meeting.
  - e. Revolving Loan Fund Update - GCDC continues to seek changes to allow us to make loans to businesses that have been in business more than 5 years.
  - f. Talent Pipeline Management (TPM) Update - Due to the COVID crisis, TPM work with healthcare organizations is on hold until fall. We will restart the program and get additional businesses to join.
6. **Community Roundtable/Partner Reports/Board member Business for the Good of the Order:**

*Nikki Matley (Thrivent Financial)* – Thrivent Financial is open. If any of you or your employees have questions, let Nikki know. There were changes made in the CARES Act that can effect retirement. Kiwanis continue to meet virtually. The Monroe School Board has lots of plans on the table for fall semester. They will continue to deliver 500 meals a day until school starts again in the fall. They have scheduled August 10-20 for summer school to help students transition into the new year. The Monroe Library will begin curbside service on Thursday, May 28. Appointments will be available Tuesdays from 10 am-1 pm and Thursdays from 3-7 pm.

*Dr. Tracy Pierner (BTC)* – BTC has developed a 7-stage plan to re-open. They are currently in Stage 2 (for six weeks) with online learning. The Public Safety and Health labs have been continued through this time. Those classes finished last week and on time. Temperature checks, masks and safety glassed are required and numbers of students in each facility are limited. BTC is moving to Stage 3 on Tuesday, May 26 when they will bring the manufacturing program students back. BTC purchased 4,000 thermometers plus masks to provide safety kits for students. They plan to be in Stage 3 until Summer Session starting June 16. Stage 4 allows students to be back in classes (with a 6 foot

separation), but buildings would still be closed to the public. It is unclear when BTC will get to Stage 5. They are prepared to run next year's academic year in Stage 4.

The Transportation and Public Safety Project, presented to the GCDC Board a few months ago, moved forward with 22,000 surveys sent out in March. The surveys showed overwhelming support for the project, so BTC plans to move forward with a referendum in November. The CARES Act provided \$2.2 million for BTC. \$1.1 million is direct flow through to students to help with bills. The other \$1.1 million is for BTC to support the transition to online classes and safety. BTC has had to change how they deliver classes. There may be some funding left, and if so, BTC may purchase computers for all students. Student use of the Food Cupboard continues to be strong. This year 75% of students finished on time. The 25% who didn't finish were in manufacturing and those students will have until June 13 to finish. Refund requests and withdrawals have been lower than a normal semester.

*Donna Douglas (City of Monroe)* – The City Council is looking forward to the new City Administrator to start on June 15. They are also looking forward to be back in City Hall. They have a good Council that is intent on being transparent. It is an exciting and challenging time. Donna is working with her board on plans to re-open the Historic Cheesemaking Center.

*Craig Fuchs (Orchid)* – Orchid is considered an essential business, so they have been open the whole time. They have had no positive COVID-19 cases. Orchid has been doing in-house seminars, implementing the Great Game of Business, and it has been working out well. Their customers also have continued to be in business, so things are going well.

*Beth Luchsinger (County Board/Village of New Glarus)* – The County Health Department met and they were not able to continue the Safer at Home order. People know that COVID is still here. Hats off to RoAnn Warden for her leadership through this crisis. She is keeping Green County safe. Some New Glarus businesses will not be ready to open until the end of the month.

*Calvin Boldebuck (Congressman Pocan's office)* – Congress recently passed the Heroes Act to provide funding for state and local budgets. The Heroes Act would expand the additional \$600 unemployment through January. It also expands the Supplemental Nutrition Assistance Program (SNAP), preserves the U.S. Postal Service, authorizes additional stimulus checks, provides additional housing assistance and re-opens the Affordable Care Act sign up period. The Heroes Act has not been taken up by the Senate.

Congressman Pocan has introduced the Farmer's Milk Act which expands an existing USDA program to match surplus milk with food banks. The USDA is rolling out a Corona Virus Food Assistance Program to help farmers. More information is available at <https://www.farmers.gov/>  
Congressman Pocan continues his calls with local officials. Please let Calvin know if you would like to be part of these calls, or if you need any assistance on the federal level.

*Jane Curran- Meuli (Monroe Clinic)* – Monroe Clinic is opening services that had previously closed down. They are able to schedule procedures with continued safety for employees and patients. There is a disconnect and some misunderstanding in the community. Some think that now that things are open, the virus is gone. There has been resistance to people wearing masks when they visit the Clinic. There is also resistance to limiting the number of visitors. Everyone who works at or visits the Clinic must be wearing a mask. The Clinic is also providing a sanitation service for business that use N95 masks, such as dentists, funeral homes and Emergency Medical Services (EMS). N95 masks can be sanitized up to 10 times. This is a huge Personal Protective Equipment (PPE) usage savings for businesses and a wonderful service from Monroe Clinic.

*April Fuhr (Bug Tussel/Village of Monticello)* – The Brooklyn Bug Tussel tower is up and powered. The Clarno tower is almost complete. April has been teaching Bug Tussel University classes online. All of Bug Tussel’s grant applications to the Public Service Commission were funded, except for Rock County. April is working on a Virtual Job Fair idea. She is also volunteering at the Green Cares Food Pantry. They have seen an increase of more than 400 families. Even in non-COVID times Green Cares spends \$5,000/month to purchase food for families. They are partnering with Badger State Ethanol to provide hand sanitizer for families. April has a new puppy named Oliver.

*Mike Sanders (1100 Partners/Emergency Operations Center (EOC) Public Information)* – Mike continues to work with the EOC, along with representative from Emergency Management, Health Department, Monroe Clinic, Law Enforcement, Fire, Human Services, Coroner, Schools, Long Term Care Facilities, Green County elected officials and Business (Cara at GCDC). Mike agreed that we should be very proud of the leadership RoAnn Warden at the Health Department has provided during this pandemic. The stay at home orders were lifted but the virus is not gone. The EOC is now switching to communication to help people understand the risk and best practices to keep people healthy. There are great resources available on the Green County Dept. of Health webpage: <https://gcpublichealth.org/>  
Monroe Clinic: <https://www.monroeclinic.org/coronavirus>  
WEDC: <https://wedc.org/reopen-guidelines/>  
GCDC: <https://greencountyedc.com/covid19/>

*John McNeil (Big Radio)* – John suggested a new Spotlight on Green County regarding the Revolving Loan Fund, as a reminder to businesses. Big Radio just flipped the switch in Janesville and the 5<sup>th</sup> floor of Parker Plaza is the new location for the radio stations. There is a central area with 7 individual broadcasts, sales team and news team. He will let us all know when the Open House is scheduled.

*Ron Schaaf (Bank of New Glarus/Sugar River Bank)* – Bank of New Glarus approved 145 Paycheck Protection Program loans at \$14 million. They will be working with small businesses to get the loans forgiven. Small business people can rely on their local bankers to help them. On June 1, they will be opening all branches. They have retrofitted with plexiglass, they have masks for all employees and are highly suggesting masks for customers. The new New Glarus facility is nearly complete and employees will be moving in on May 26.

*Steve Genoway (formerly of Southwest Wisconsin Regional Planning Commission, currently with the Corporate Relations Department at University of Wisconsin Platteville)* – Steve has been working on a grant for an Accelerator Program to support startup businesses. The deadline for the initial grant submittal is tomorrow, with the final application due June 9. It is a \$600,000 grant with \$600,000 in match needed. UW Platteville will decide on June 1 whether they will re-open in August. They are working on best practices to keep employees and students safe.

*Joan Rufenacht (County Board)* – Like Beth, Joan is on the Health Department Committee and the Pleasant View Committee. She agrees that RoAnn Warden has done a fabulous job. At Pleasant View, Terry Snow is also doing a great job. They have one wing outfitted for COVID patients. However, they have not had any positive COVID cases. The census is down. It is very difficult for people at Pleasant View to not see their families.

*Brian Wilson (Village of Belleville)* – The site plan for a Kwik Trip has been approved at the corner of County PB and Hwy 69. It will be a new generation store with a car wash and will open in 2022. The chiropractor clinic and warehouse in Bell West continue to progress. They approved the second phase of houses for Bakers Woods (18 houses). Because Belleville is partially in Dane County, they are still under Safer at Home. The Village approved policies for sanitary procedures and best practices for COVID. They will continue virtual meetings through June. They are adding a window area in City Hall for walk ins. The library construction continues. Interviews for the Economic Development/Marketing Specialist position will be held next week. The Food Pantry will continue curbside pickup. They have not seen a big additional influx of families. The Library will also provide curbside pickup.

*Richard Thoman (City of Monroe/County Board/AmericInn)* – They are looking forward to the start date of the new City Administrator. Richard hopes that the Rural Fire Department issue will soon be resolved. The County has purchased a \$40,000 ultraviolet machine to sanitize the jail cells. The unemployment bonus has put a real pinch on businesses. AmericInn needs to limit the number of people in the swimming pool and has to have someone there to monitor numbers. Because of these new regulations, they need more employees and workforce issues are increasing.

7. **Next Meeting:** The next GCDC Board meeting will be Thursday, June 18.
8. **Adjourn:** Motion to adjourn by John McNeil, second by Joan Rufenacht. Motion carried.