

**City of Lodi Economic Development Committee Meeting
Minutes of September 14, 2021**

Call to Order.

Chair Hansen called the meeting to order at 4:00 p.m.

Committee Members Present: Eric Hansen (Chair), Mike Goethel and Peter Tonn (virtual)

Staff Present: Mayor Groves Lloyd, Terry Weter, Brenda Ayers

Others Present: Rich Stevenson, Council President; Amy Onofrey, Ice Age Trail and Heidi LeHew, Interim Chamber Director

Meeting Etiquette Announcement. Hansen reviewed the meeting etiquette.

Public Input. None.

Approval of Minutes from August 10, 2021. MOTION (Goethel, Tonn) to approve the minutes from August 10, 2021. Roll call vote – Aye (Hansen, Goethel, Tonn); Nay (0). **Motion carried.**

Financials. No questions or comments.

Update from Lodi Lake Wisconsin Chamber of Commerce. Melissa Card, Chamber President, provided a written report. LeHew reported that there are sixteen VIP tickets left for Brew B Que and one additional bounce back letter has been written.

Update from Ice Age Trail Community. Amy Onofrey provided a written report. Onofrey, Coordinator of the Lodi Valley Chapter and resident of the Town of Lodi spoke about Mammoth Challenge marketing program which tracks the areas participants visit and spend money. She also spoke about the Destination Marketing Grant that is available to Cities in Wisconsin.

Discussion and Possible Recommendation Regarding Co-Funding the Chamber Director Position.

Mayor Groves Lloyd reported meetings she had with LeHew and Card from the Chamber regarding a proposal for a full-time Chamber Director. They are proposing 60% of the time be dedicated to the Chamber and 40% be dedicated to the City. The Mayor has requested that the City include \$10,000 towards the salary and 100% of the benefits for the position in the 2022 budget. The Chamber is looking at restructuring their membership dues to help fund the position. Mayor Groves Lloyd also suggested that some of the ARPA funds could possibly be given to the Chamber as a non-profit, however the guidelines for the ARPA fund expenses have not been fully released yet.

LeHew reported that the Chamber has started the strategic plan process. Her immediate goal is to update the website and organize the Chamber to set the new Director up for success. LeHew plans to meet with other Chambers to discuss their structures and what funding is provided by the municipalities.

Tonn expressed concerns about locking the City into providing benefits. He also suggested that while it is good for the City to be the catalyst, the other municipalities and school district should be asked to contribute since they also benefit from the Chamber's efforts.

Business Contact Update. No report.

Next Meeting and Agenda Items. The next meeting will be Tuesday, October 12, 2021 at 4 p.m. at City Hall.

Adjourn. MOTION (Goethel, Tonn) to adjourn at 4:43 p.m. Voice vote- all ayes. **Motion carried.**

Minutes by Brenda Ayers, City Clerk

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