

**Wisconsin Economic Development Corporation
Meeting of the WEDC Board**

**WEDC
First Floor Conference Room
201 West Washington Avenue
Madison, WI 53703**

**July 23, 2019
1:00 - 4:00 P.M.**

(These minutes should be read in conjunction with the agenda and documents prepared for the meeting.)

BOARD MEMBERS IN PERSON:

- Lisa Mauer, Rickert Industries (Chair)
- Eugenia Podesta, Synergy Madison
- Representative Gordon Hintz
- Henry C. Newell, formerly Wausau Paper
- John Brogan, Bank of Kaukauna
- John Peterson, Schuette Metals
- Mary Williams, former State Representative
- Randy Hopper, Mountain Dog Media
- Representative Rob Hutton (arrive 1:16 PM)
- Nancy Hernandez, ABRAZO, LLC
- Mike Kunesh, Place Perfect
- Rebecca Cooke, Red's Mercantile
- Senator Tim Carpenter
- Secretary Peter Barca, Department of Revenue
- Secretary Joel Brennan, Department of Administration

BOARD MEMBERS PRESENT VIA TELECONFERENCE:

- Senator Dan Feyen
- Jim Ladwig, SC Johnson
- Thelma Sias, We Energies (ret.)

BOARD MEMBERS EXCUSED:

- John Oathout, American Bank
- Joseph Kirgues, gener8tor

CALL TO ORDER AND ROLL CALL

WEDC Chair Lisa Mauer called the meeting to order at 1:00 PM.

Lisa Mauer requested a motion to approve the minutes from the June 19, 2019 meeting. Motion was made by Senator Tim Carpenter with a second by Mary Williams. The motion to approve the minutes was passed unanimously.

Legal Assistant and Board Liaison Erika Julsrud provided the Board with an overview of the Board Guidelines document which included stating one's name before making a motion and Conflicts of Interest.

Chair Report

Lisa Mauer presented, and the Board discussed, the Entrepreneurship and Innovation Committee Charter. The purpose of the Entrepreneurship and Innovation Committee is to support and advise the Board on matters related to entrepreneurship.

Lisa Mauer requested a motion to approve the resolution creating the Entrepreneurship and Innovation Committee Charter. Motion was made by Rebecca Cooke with a second by Mary Williams. Motion to approve the resolution was passed unanimously.

CEO Report

WEDC Secretary and CEO Mark Hogan presented, and the Board discussed, the June 30, 2019 Credit and Risk Quarterly Report and the Life of the Award Presentation. Mark Hogan provided an overview and general comments on credit and risk reports as of June 30, 2019. The Life of an Award presentation provided Board members an overview of how all programmatic awards are processed at WEDC.

COO Report

WEDC COO Tricia Braun presented, and the Board discussed, the US Bank Marketplace Sponsorship. WEDC requested the Board's approval to receive a donation of \$15,000 from U.S Bank for Marketplace 2019. Marketplace is the premier business capacity building conference for minority, woman, and veteran owned companies that focuses on education businesses to take advantage of opportunities with the state, federal, and local agencies as well as corporations.

Lisa Mauer requested a motion to approve the US Bank Marketplace Sponsorship. Motion was made by Nancy Hernandez with a second by Randy Hopper. The motion to approve the US Bank Marketplace Sponsorship was passed unanimously.

Tricia Braun presented, and the Board discussed, the Board Guidance on Sponsorship. WEDC requested that the Board reevaluate if sponsorships are required to have the same Board approval as gifts under the *Acceptance of Gifts from Private Sources* bylaw and recommends that the sponsorships not be considered gifts subject to the \$25,000 annual limit.

Lisa Mauer requested a motion to approve the sponsorship. Motion was made by Randy Hopper with a second by Mary Williams. The motion to approve the sponsorship was passed unanimously.

CFO Report, FY20 Budget and Operations Plan, and FY20 Program Guidelines

WEDC CFO Brian Nowicki presented, and the Board discussed, the FY20 Budget and Operations plan. The financial overview presented is outlined within the FY20 Budget and Operations Plan provided to the Board.

WEDC VP of Marketing and Brand Strategy Kelly Lietz presented, and the Board discussed the WEDC Talent Marketing memo. In response to statewide employers and the early successes of WEDC targeted marketing strategy, the talent marketing campaign prioritizes three audiences: Millennials living in the Midwest, Alumni of Wisconsin's colleges and universities, and transitioning veterans.

WEDC Senior Director of the Office of Public Policy Amy Young presented, and the Board discussed the FY20 Program Guidelines. Overview of the FY20 Program Guidelines presentation is outlined within the FY20 Program Guidelines provided to the Board.

Lis Mauer requested a motion to approve the FY20 Budget and Operations Plan and the FY20 Program Guidelines. Motion was made by Nancy Hernandez with a second by Mary Williams. The motion to approve the resolution was passed unanimously.

Annual Compliance Plan

WEDC Compliance Manager Brooklyn Mashaw presented, and the Board discussed, the Annual Compliance Plan. Brooklyn Mashaw provided overview and general comments on the FY19 Annual Compliance Plan Year End Results and the FY20 Annual Compliance Plan.

Lisa Mauer requested a motion to approve the FY20 Annual Compliance Plan. Motion was made by Randy Hopper with a second by Representative Rob Hutton. The motion to approve the FY20 Annual Compliance Plan was passed unanimously.

Committee Reports

At every quarterly Board meeting, WEDC sends out Committee Memos in the Board materials which summarize the content of committee meetings held intermittently between Board meeting. No comments were made by the chairs of the Budget and Finance Committee, Audit Committee, or Awards Administration Committee.

CLOSED SESSION

Lisa Mauer requested a motion to approve entering closed session. Motion was made by Mary Williams with a second by Nancy Hernandez. The motion to enter closed session was passed unanimously.

Members of the public excused themselves for closed session.

See separate minutes for closed session.

RESUMPTION OF OPEN MEETING

The meeting reconvened in open session at 2:42 PM.

ADJOURNMENT

Lisa Mauer thanked Nancy Hernandez, Mary Williams, and Mark Hogan for their service at WEDC.

Lisa Mauer requested a motion to adjourn the meeting. Motion was made by Mary Williams with a second by Nancy Hernandez. The motion to adjourn the meeting was passed unanimously. The meeting adjourned at 2:45 PM.