

CITY OF ANTIGO
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES OF MEETING HELD
DECEMBER 03, 2018

Economic Development Committee of the City of Antigo met in Regular Meeting on the above date at 6:00 PM in the Multi-Purpose Room, City Hall, Alderperson, Ward 4 Tom Bauknecht presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Alderperson, Ward 4	Present	
Glenn Bugni	Ward 7	Absent	
Reinhardt Balcerzak	Ward 8	Present	
Bill Brandt	Mayor	Absent	
Andrew Hessedal	Member	Present	
Gary Voytovich	Member	Absent	
Brad Henricks	Member	Present	

Others in attendance: Mark Desotell, Director of Administrative Services; and Jaime Horswill, Clerical/Utility Assistant.

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of Minutes from the November 5, 2018 Meeting

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Andrew Hessedal, Member
SECONDER:	Brad Henricks, Member
AYES:	Tom Bauknecht, Reinhardt Balcerzak, Andrew Hessedal, Brad Henricks
ABSENT:	Glenn Bugni, Bill Brandt, Gary Voytovich

2. 20,000 Grant from the City's Economic Development Portion of the Hotel/Motel Room Tax Fund for Antigo Zeon, DBA (Formerly Antigo Neon/Sign & Display) to Assist with Equipment Transfer and Jobs to Antigo resulting from a Merger with Zeon of Louisville Colorado

Mark Desotell, Director of Administrative Services, provided a memo advising that he and the Mayor met with Steve Friend of Antigo Zeon, DBA (formerly known as Antigo Neon/Sign and Display) regarding their merger with a company known as Zeon located in Louisville, Colorado. Zeon's manufacturing of illuminated LED signs both in the mainstream and craft brewery product lines has allowed them to be a leader in the market. The merger allows Antigo Sign and Display to expand their footprint into the LED market while retaining their roots in the neon sign category. The merger will result in the transfer of the LED based equipment from Zeon's location in Louisville, Colorado to right here in Antigo helping to solidify and retain the existing employee base in our community. Initially, three additional mid-management jobs will be created with the expectation to stabilize the traditional employment numbers in Antigo. The investment from the merger will bring new production equipment (valued at over \$1,000,000) to the Antigo site and provide for a multi-faceted approach to sign production here in Antigo.

Mr. Desotell is working with Angie Close of the Langlade County Economic Development Corporation to explore any additional grant funding through the State of Wisconsin while recommending the consideration of a \$20,000 grant being provided to Antigo Zeon, DBA from the City's Economic Development portion generated within the Hotel/Motel Room Tax fund to help offset the purchase and transportation costs associated with moving the equipment from Louisville to Antigo.

Mr. Desotell advised that all details of the proposed merger have not been fully negotiated.

Mr. Desotell advised that in addition to three mid-management jobs created, the company will also be able to retain their current employees at the Antigo location.

Aldersonperson Bauknecht noted that the City did something similar to this with Hydratight.

Upon inquiry by Aldersonperson Bauknecht, Mr. Desotell advised that there is some job creation with this proposal but you also need to look at job retention as well (approximately 45 employees). There is potential for more job creation in the future.

Upon inquiry by Aldersonperson Balcerzak, Mr. Hessedal noted that manufacturers do pay personal property taxes.

Upon inquiry by Brad Henricks, Mr. Desotell advised that there have been a number of incentives given to this company in the past.

Upon inquiry by Mr. Henricks, Mr. Desotell also explained the Hotel/Motel Room Tax fund, which has a balance of approximately \$22,000. There is enough balance in this fund, which will continue to increase with stays at the local hotels.

Upon inquiry by Aldersonperson Bauknecht, Mr. Desotell advised that the building utilized by Antigo Zeon is currently under a Lease Purchase Agreement with the City of Antigo.

Upon inquiry by Mr. Henricks, Mr. Desotell noted that if the merger would not go through for any reason, the \$20,000 grant would not be approved. This would be contingent upon moving the equipment to Antigo.

Motion to approve a \$20,000 grant from the City's Economic Development portion of the Hotel/Motel Room Tax Fund for Antigo Zeon, DBA (formerly Antigo Neon/Sign & Display) to assist with equipment transfer and jobs to Antigo resulting from a merger with Zeon of Louisville, Colorado as presented.

RESULT:	RESOLUTION TO COUNCIL [UNANIMOUS]
	Next: 1/9/2019 6:00 PM
MOVER:	Brad Henricks, Member
SECONDER:	Andrew Hessedal, Member
AYES:	Tom Bauknecht, Reinhardt Balcerzak, Andrew Hessedal, Brad Henricks
ABSENT:	Glenn Bugni, Bill Brandt, Gary Voytovich

Any Other Matters Authorized by Law to be Considered

Mr. Desotell advised that there has been a great deal of activity in the downtown since August. There have been at least ten new ventures.

INFORMATION ONLY

Mr. Desotell further advised that the City has received commitments from both CoVantage Credit Union as well as Langlade County/Langlade County Economic Development Corporation for additional \$25,000 to match the City's contribution for the second round of the Entrepreneur's Grant bringing the total investment to the grant of \$150,000. The current balance remaining in the grant is only approximately \$25,000 and there are two or three grant requests vying for that balance at this time.

INFORMATION ONLY

Adjournment

1. **Motion to:** Adjourn at 6:15 pm

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Bauknecht, Alderperson, Ward 4
SECONDER:	Reinhardt Balcerzak, Ward 8
AYES:	Tom Bauknecht, Reinhardt Balcerzak, Andrew Hessedal, Brad Henricks
ABSENT:	Glenn Bugni, Bill Brandt, Gary Voytovich

Tom Bauknecht, Chairperson

Date