

CEDS Meeting #1 Notes

Comprehensive Economic Development Strategy Steering Committee Meeting 1 Summary

Date: July 17, 2:00-3:00 PM

Place: Virtual via Microsoft Teams

Committee Attendees: Angie Close, Jason Grueneberg, Sara Guild, Elizabeth Haskovec, Tamaya Jo Loewe, Paul Millan, Tony Pharo, Holly Tomlanovich, Tommy Wartman, Kimm Weber

Staff Attendees: Dennis Lawrence, Eric Sonnleitner

Meeting Overview:

- The meeting started off with introductions
- NCWRPC staff provided a brief overview of the CEDS planning process. It was established that this committee will meet three times as part of the process and meetings will involve an overview of data, SWOT Analysis, and Goal development.
- NCWRPC staff highlighted the purpose of the CEDS document – provide information on key data, develop strategies, identify potential projects; create an economic development strategy for the Region; build capacity and guide the economic prosperity and resiliency of the Region; and maintain the Region’s designation as an EDD and eligibility for EDA funding
- Staff provided an overview of the impact that the EDA has had on the Region. EDA has invested over \$33 million in funding (with 48 total projects funded) in the North Central Wisconsin Region since the NCWRPC’s designation as an EDD. Since 2018, EDA has invested over \$13 million in the Region.
- Staff provided an overview of key demographic and employment data. Four areas were examined: Population and Labor Force, Business Environment, Industry Employment, and Occupation Employment.
- Population and Labor Force data examined included: Total Population, Population Projections, Age Distribution, Educational Attainment, Share of Population with an Associate’s Degree or Higher, Program Completions, Labor Force Status, Employment, and Unemployment.
- Business Environment data examined included: Total Business Establishments and Annual Business Startups.
 - Committee members suggested adding data for business closures to this section.
 - Committee members also suggested exploring ways to filter out businesses that simply changed hands or are held by holding companies in the business start-ups data.

- Industry Employment data examined included: Employment by 2-Digit NAICS Code; Average Annual Wage by 2-Digit NAICS Code; Employment Total, Concentration, and Change in Employment by 2-Digit NAICS Code; identification of key industry subsectors (3-Digit NAICS Code), and Employment Total, Concentration, and Change in Employment for key industry subsectors.
 - Committee members highlighted that the timber/logging industry is struggling with a number of mills and lumber yards closing in recent years.
 - Committee members also highlighted the relative instability of the health care industry
- Occupation Employment data examined included: Share of Employment by SOC High-Level, Regional Employment by SOC 2-Digit Occupation Group, Regional Median Annual Wage by SOC 2-Digit Occupation Group, and Regional Employment Total, Median Wage, and Change in Employment by SOC 2-Digit Occupation Group.
- Staff concluded the meeting by mentioning that they will send a Doodle Poll to identify dates/times for the next meeting, likely in September.