



August 2026 LCEDC Executive Committee Meeting Minutes

Meeting Details: Tuesday, August 11, 2026

1:03 pm – 2:29 pm

Lincoln County EDC Office

1101a N. Mill Street, Merrill, WI 54452

Executive Committee Members (4/4 total): Brian Arndorfer (Vice President), Renea Frederick (Treasurer), Gary Hartwig (President), Dave Johnson (Secretary)

Other Attendees (3): Rod Akey (City of Merrill), Sara Guild (EDC Director), Val Mindak (PCCU)

1. Call to Order & Welcome – 1:03 pm by Chair Hartwig

Quorum at start = 4

Arrivals after call to order: Mindak (1:14 pm)

2. Review & Discuss Ideas for 2027 LCEDC Strategic Planning Document

Guild provided a handout containing background information, key questions, and ideas for possible updates to the LCEDC Strategic Plan. Attendees reviewed each of the current plan's goals individually and provided feedback on the questions and proposed updates under each section. Guild was directed to create a document summarizing the recommended 2027-28 Strategic Plan goals and strategies, and to share that document with the full Board as part of the August 19th LCEDC Board meeting packet.

3. Review Draft Agenda for August 19, 2026, LCEDC Board Meeting

Attendees briefly discussed ideas for generating more Board member engagement with LCEDC marketing and promotion strategies. Guild was asked to update the August 19th meeting agenda to include a discussion about scheduling a special Board meeting to review this issue. No other meeting agenda changes were requested.

4. Meeting Adjournment – 2:29 pm by Chair Hartwig

Minutes Approved 08/19/2026 by LCEDC Exec Committee; recorded by SG