

EDGE Pilot Program

November 1, 2019 | 10:00 a.m.– 11:30 a.m.
Wisconsin Department of Natural Resources
101 S. Webster Street | Madison | Room G09

Notes

- I. Welcome and Agenda Review (All) – 5 minutes
Jason Scott, Dave Misky, Jennifer Buzdecky, Jeff Jaeckels, Michael Prager, Raechelle Cline, Kevin Garstka, Bart Sponseller, Weston Wegener
- II. Updates on Potential Candidates (All) – Informational – 15 minutes
 - Discussed candidate who has applied for the ROP-G
 - Discussed potential EDGE charter surrounding a development site
 - Green Tier is starting to experience growth in Tier 2. Tier 2 discussions should involve identifying if the ROP-G is a good option.
 - The EDGE map can help us to identify target areas or potential candidates who meet one or more of the basic criteria.
- III. Program Updates (Weston Wegener) – 15 minutes
 - Partnership with WEDC – Jason has been checking internally. The best path forward may be to arrange a presentation with Missy Hughes to discuss the program.
 - GIS efforts – EDGE will have a map showing participants and participants with ROP-G coverage. Map has dual functionality to display prospective members who are already in Green Tier, as well as brownfield and VPLE sites. Opportunity Zones are also displayed as a potential benefit for participants who develop in an Opportunity Zone.
 - o Opportunity Zones – Provide a way for business to receive tax incentives for investing in real estate or business located in opportunity zones. Businesses need to realize their ROI may be in the long-term social capital of investing in opportunity zones, rather than traditional 5-year returns.
- IV. Communications Team Update (Weston Wegener) – Informational – 15 minutes
 - Reviewed the Message Map. We are getting very close to finalizing the messaging and this document will be up for approval at the next meeting.
 - Next Steps: Weston will send this document for comments. Communications team will begin communication planning and implementation. Dave Misky to review community messaging. Communications tools to be reviewed 6 to 12 months after launch.
- V. Metrics Team Update (Jeff Jaeckels) – Informational – 15 minutes
 - Reviewed Metrics Document and discussed tracking system through database. Discussed the idea of core metrics that can be used to represent significant aspects of the program to the legislature. Core metrics are those that will apply to all participants and be meaningful to track.
 - Urban versus Rural locations are important to report so legislators from all parts of the state see the EDGE value.

- Next Steps: Weston will send this document for comments. Metrics team will meet as needed to review, update, and maintain data. Dave Misky to review Social Metrics.
- VI. Report to the Legislature (All) – Discussion – 15 minutes
- Discussed ideas for the format of the report. Content will be informed by metrics and communications teams. Some ideas included: infographic, videos (testimonials, whiteboard video, cartoons like vapor intrusion video), before and after story of a project site with photos, GIS story map.
 - Next Steps: Internal Team to create a draft outline for the report.
- VII. Next Steps and Review of Assignments (All) – Review – 10 minutes
- Jason Scott to facilitate a presentation to WEDC
 - Weston to send notes, metrics, and communications documents
 - Advisors to review documents and provide comments by 1 week prior to next meeting
 - Internal team to work on draft outline for legislative report
 - Subgroups to continue to refine documents and begin implementation of their tasks.
- VIII. Next Advisory Team meeting: **December 9, 1:00 p.m.—2:00 p.m. (Skype)**