

Winnebago County Industrial Development Board

Meeting Minutes for February 11, 2015 meeting

4th floor conference room (room 408), County Administrative Building, 112 Otter Ave.,
Oshkosh, WI

Board Members Present: David Albrecht, Rob Keller, Mark Harris, Elizabeth Hartman, Ken Robl, George Dearborn, John Bodnar, Mary Krueger.

Board Members Excused: Linda Kutchenriter

Others Present: Jerry Bougie, Matt Woods, Catherine Cluff, John Casper, Greg Keil, Sue Drexler, Dana Racine, Allen Davis, Bill Wyman, Amy Barker, Chris Hardy, Larry Burkhardt, Chris Haese

Chairman Albrecht opened the meeting at 1:30 pm.

1. Approval of Minutes from December 3, 2014 meeting. K. Robl moved to approve the minutes as printed, seconded by R. Keller. Motion passed 6-0.

Mark Harris and John Bodnar arrived to the meeting.

2. Review and Board action on 2015 Per Capita Funding allocations.

Town of Algoma: The Town is requesting \$3,884 to contract with Economic Growth Advisors to provide Economic Development assistance to the Town (\$2,784). In addition the Town proposes to conduct a survey (with assistance from UWO) of town residents regarding development matters in the Town (\$1,100). The Town already allocated \$2,500 to the Oshkosh Chamber and \$500 to GO EDC. Sue Drexler provided the Board with an explanation on the Town's proposed activities. K. Robl moved to approved the \$3,884 in funding for 2015, motion seconded by G. Dearborn. Questions arose from Board members related to the nature and purpose of the survey. Discussion pursued on the specifics of the survey. K. Robl moved to amend his original motion to approve \$2,784 to fund only the Economic Growth Advisors portion of the Town's proposal for 2015. G. Dearborn seconded the motion. Motion passed 8-0. The Board indicated the \$1,100 in funding for the survey can be applied for at a future IDB meeting (before the end of 2015) when the Town is able to confirm the economic development aspects of the survey.

City of Menasha: The City is requesting \$15,110. Greg Keil reported on City of Menasha economic development activities. He indicated the funding would be used for marketing and promotion, business development, and economic development program coordination. The city intends to reallocate \$2,500 of their funding to the Fox Cities Regional Partnership. Discussion pursued. G. Dearborn moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

Town of Menasha: The Town is requesting \$18,624. George Dearborn reported that the Town will use the funds to offset a portion of administrative services provided by town staff for economic development purposes and to develop information and market analysis for town economic development activities. Discussion pursued. M. Harris moved to approve the allocation as presented, seconded by R. Keller. Motion passed 7-0-1, with George Dearborn abstaining.

City of Omro: The City is requesting \$11,357, which includes reallocations from the Towns of Nepeuskun, Nekimi, Rushford, Utica, Omro, Poygan. Dana Racine reported that the City will use the funds to partially offset the City's economic development activities. The City will be expending funds for marketing/promotional materials, tourism activities, tradeshow activities, and administrative costs for economic development. M. Krueger moved to approve the allocation as presented, seconded by M. Harris. Motion passed 8-0.

City of Oshkosh: The City is requesting \$67,069, which includes a reallocation from the Town of Utica. Allen Davis reported that the City will direct all of the funding to the Greater Oshkosh Economic Development Corp. (GO-EDC). Allen and Bill Wyman (representing GO-EDC) reported on how GO-EDC will utilize the funding for 2015. They indicated the funds will be used for marketing the Aviation Business Park, continue redevelopment along the riverfront, grant writing for economic development projects, partner with UW-Oshkosh business Accelerator, assist with local business expansion, conduct a business retention and expansion program for 150 businesses, and implement of the Target Industry study.. K. Robl moved to approve the allocation as presented, seconded by E. Hartman. Motion passed 8-0.

Fox Cities Regional Partnership: The Fox Cities Regional Partnership is requesting \$4,016, which is comprised of a reallocation from the Town of Clayton. Larry Burkhardt provided an overview of this organization's activities. The funds will be used to further the Fox Cities economic development efforts for 2015. Mark Harris moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

Future Neenah, Inc.: Future Neenah is requesting \$5,185, which is comprised of reallocations from the Towns of Neenah and Vinland. Amy Barker reported that Future of Neenah will use the funds to support employers in their efforts to recruit employees and relocate/transition residents of the Neenah area, and to support the production of marketing materials for the Navigate Neenah-Menasha project. K. Robl moved to approve the allocation as presented, seconded by G. Dearborn. Motion passed 8-0.

Greater Oshkosh Economic Development Corporation (GO-EDC). The request is for \$500, which is a partial reallocation by the Town of Algoma. The dollars are to be used for GO-EDC economic development efforts. M. Harris moved to approve the allocation as presented, seconded by K. Robl. Motion passed 8-0.

Oshkosh Chamber of Commerce.: The request is for \$7,402, which includes reallocations from the Towns of Algoma, Oshkosh and Black Wolf. John Casper reported the Chamber will use the funds to support ongoing economic development objectives, specifically, Business attraction through external marketing efforts, supporting existing business development efforts, fostering entrepreneurial and emerging business development, growth and expansion of high wage and family sustaining jobs, providing incentives and resources for new and existing businesses, and economic development organizational activities. K. Robl moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

Village of Winneconne: The Village of Winneconne is requesting \$5,367, which includes reallocations from the Towns of Winchester and Wolf River. Chris Hardy reported that the Village will use the funds to offset a portion of the administrative staff costs for economic development activities. M. Harris moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

Town of Winneconne: The Town is requesting \$2,385. Matt Woods reported the Town intends to use the funds however the Town needs to finalize costs with a consultant and requested that the IDB table the Town's request until a later date. The Board agreed to table the Town's request, and the town was notified the funds will only be available until the end of 2015.

Oshkosh Convention and Visitors Bureau (CVB): The CVB is requesting \$10,000, which represents a direct allocation by the IDB. Catherine Cluff (Oshkosh CVB representative) reported that the CVB will use the funds to provide countywide tourism promotion and activities. She reported on the CVB's countywide tourism activities. K. Robl moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

Northeast Wisconsin Regional Economic Partnership (NEWREP): The funding request is for \$1,000 which represents the County's annual membership share in this organization. The membership costs are shared with the Oshkosh Chamber. M. Harris moved to approve the allocation as requested, seconded by K. Robl. Motion passed 8-0.

International, Trade, Business and Economic Development Council (ITBEC): The funding request is for \$11,000 which is for the County's annual membership dues to this multi-county organization. It represents a direct allocation by the IDB. K. Robl moved to approve the allocation as presented, seconded by M. Krueger. Motion passed 8-0.

City of Neenah: The City is requesting \$25,833. Chris Haese reported the City will use the funds to support commercial/industrial economic development/marketing programs, market industrial sites for sale, managing capital development and marketing programs in the City's TIF and BID districts, managing downtown redevelopment initiatives, preparing feasibility studies, and producing economic development marketing materials. K. Robl moved to approve the allocation as presented, seconded by M. Harris. Motion passed 8-0.

After completing all allocations, David Albrecht reported that the IDB allocated a total of \$185,197 at today's meeting.

3. Next Meeting Date. The Board will set the next meeting date on an as needed basis.

Motion by M. Krueger to adjourn the meeting, seconded by E. Hartman. Motion passed 8-0. Meeting adjourned at 2:53 pm.

Submitted by,

Jerry Bougie, Recording Secretary