

**SPECIAL ORDERS SESSION
COUNTY BOARD MEETING
TUESDAY, MAY 2, 2000**

Chairman Joseph Maehl called the meeting to order at 6:00 p.m. in the County Board Room, Fourth Floor, Courthouse, 415 Jackson Street, Oshkosh, Wisconsin.

The meeting was opened with the Pledge of Allegiance. Chairman Maehl called for a moment of silence for Supervisor Rankin who is ill.

The following Supervisors were present: Kollath, Barker, Griesbach, Savas, Maehl, Koziczkowski, Klitzke, Widener, Lauson, Albrecht, Pech, Green, Reilly, Sundquist, Wingren, King, Norton, Hert, Nielsen, Robl, Eichman, Kline, Crowley, Kramer, Schaidler, Finch, Spanbauer, Sievert, Arne, Diakoff, Brennand, Egan, Rengstorf and Metzsig. Excused: 3 – Rankin, Leschke and Madison. Absent: 1 - O'Brien.

Motion by Supervisor Robl and seconded to adopt the agenda. CARRIED BY VOICE VOTE.

Motion by Supervisor Sundquist and seconded to approve the proceedings from March 14 and 21, 2000. CARRIED BY VOICE VOTE.

COMMUNICATIONS, PETITIONS, ETC.

There were no communications or petitions.

COMMITTEE REPORTS

Supervisor Sundquist asked the Supervisors to examine the Oshkosh Business and Convention Bureau brochures that he placed on their desks. The Oshkosh Business and Convention Bureau is located in the terminal at Wittman Airport. Supervisor Sundquist stated that the economic impact of tourism to Winnebago County is significant. He invited the Board to attend a "business after hours", sponsored by the Oshkosh Business and Convention Bureau, on May 11 in the Wittman Regional Airport terminal.

PUBLIC HEARING

No one addressed the Board.

COMMUNITY PARK ROADWAY REDEVELOPMENT PROJECT

Supervisor Lauson explained that the Rettler Corporation is the architectural firm that has worked with Winnebago County for the past four years on the Community Park project. He introduced Jeff Smalley and Tracy Meise from the Rettler Corporation, who in conjunction with Rob Way, Winnebago County Parks Director, presented the "Community Park Roadway Redevelopment Project, Community Park/Sunnyview Expo Center Roadway Frontage Redevelopment Project, 2000-2001 Design/Implementation" report.

Mr. Way stated that over the past two years, numerous improvements have been made at the Community Park and the Expo Center. Improvements in the park include the construction of additional soccer fields, a retention pond and road re-development. At the Expo Center, a covered horse arena and a racetrack were constructed.

Mr. Way explained that with the reconstruction of County Road Y, they have an opportunity to improve the access to both of these sites and to arrange a more logical flow of traffic to the various areas on the Expo Center grounds and in the Community Park.

The recommendations made in this report are:

- continue the road re-development project through the Community Park
- widen the existing entrance into the Community Park and Expo Center to four lanes.
- construct an additional access road in the northwest area of the Community Park – will be utilized by visitors to the proposed Veterans' Museum
- improve existing roads into the Expo Center and construct an additional entrance off of County Road Y on the east end of the Expo Center grounds
- possible retention ponds at the main entrances of both the Expo Center and the Community Park

- entry signs into both the Expo Center and the Community Park
- security fencing

The projected cost for this project is \$750,000.00

Mr. Way explained that to make these functional improvements in conjunction with the County Road Y project is both logical and economical.

ECONOMIC IMPACT OF WITTMAN AIRPORT ON WINNEBAGO COUNTY

Supervisor Albrecht stated his support of the results of both Wittman Airport studies--economic and marketing-that will be presented to the Board at tonight's meeting. Supervisor Albrecht stated that the economic study reveals what he and others have believed for a long time--Wittman Airport is not a financial drain on Winnebago County. He further stated that the marketing study indicates that there is a good future for the airport if there is cooperation from the County Board, community businesses and the general public.

Supervisor Albrecht introduced Mike Koles, Winnebago County CRD Educator from the University of Wisconsin Extension, and Steven Deller, Professor and Community Development Economist, Department of Agricultural and Applied Economics, of the University of Wisconsin-Madison/Extension.

Mr. Koles stated that in 1998, the Aviation Committee requested that the University of Wisconsin Extension prepare an economic impact analysis for Wittman Regional Airport considering only employment and income. Based on these results, the Aviation Committee asked that the University of Wisconsin Extension/Madison prepare a more detailed analysis of the airport taking into account employment, income, demographics, housing, local government revenues and expenditures, and local retail sales.

Professor Deller went through the impact analysis results with the Board.

The report concludes that:

- direct activity at the airport supports 839 people
- employees 663 people
- generates \$17.5 million in earnings
- generates \$9 million in retail sales
- the airport's fiscal impact is a net positive or, at worst, a net wash

Duncan Henderson, Wittman Airport Manager, introduced Bill Rathert of the Kiehl Hendrickson Group, an aviation consultant firm, who presented a three-year marketing plan for Wittman Airport. The three areas that the marketing plan focuses on are: passenger service, air cargo and charter services.

Regarding passenger service, Mr. Rathert stated:

- there is a high demand for better passenger service
- with a reliable passenger carrier, enplanements could be as high as 477,000 annually
- currently only 1% of area travelers depart from Wittman Airport
- 48% fly out of Milwaukee and 29% fly out of Appleton
- during the 1990's, Wittman Airport had 27,000+ annual enplanements
- Wittman Airport needs a reliable passenger carrier to increase enplanements

Reasons that Wittman Airport has under-developed air cargo service:

- majority of cargo from this region is trucked to O'Hare Airport in Chicago
- lack of scheduled service/passenger flights out of Wittman Airport (a high volume of cargo goes out in the unused belly space of passenger flights)
- no major express carriers are utilizing Wittman Airport – FedEx, UPS, etc.
- facility is under used by US Postal Service

Regarding charter service at Wittman Airport:

- Wittman Airport has excellent potential for charter service
- gaming destinations look at poorly served areas for their chartered flights
- other "snow belt" airports have been very successful with charter flights

Recommendations made in the report:

- promote the excellent access and location of Wittman Airport to the US Postal Service
- approach express carriers, UPS in particular because they have a local sort center in Oshkosh
- airport must make a “concentrated” effort to meet the needs of these business
- promote inter-modal service with Greyhound Bus, which is located at the airport
- promote airport as an industrial park and a foreign trade zone
- Wittman Airport is well situated to become a tri-modal facility (air, rail and truck) – at this time, no such facility exists in east central Wisconsin
- Wittman Airport is well suited to general aviation (all non-commercial and non-military air service)
- commit to an on going air (passenger) service development program; this is a long-term process
- hire professional help for the air service development program
- take advantage of AIR 21 (federal bill that will provide excellent financial assistance to promote service in small communities)
- community leaders must make a commitment to the airport; provide incentives and promote new services
- hire a professional public relations company to turn around the regional public opinion of Wittman airport – if done properly, Wittman Airport will get additional air service
- create an action team with one goal – keep and promote Wittman Airport as a commercial airport
- recruit key industrial leaders
- act immediately and take advantage of the Greyhound bus service already at the terminal
- take advantage of the EAA’s and the Oshkosh Chamber’s connections

The approximate cost to advertise, promote and change the public’s attitude about Wittman Airport is \$250,000.

Motion by Supervisor Robl and seconded to adjourn until the County Board Tour on Monday, May 15 at 9:00 a.m. CARRIED BY VOICE VOTE. Meeting was adjourned at 8:50 p.m.

Respectfully submitted,
Susan T. Ertmer
Winnebago County Clerk

I, Susan T. Ertmer, do hereby certify that the foregoing is a true and correct copy of the Journal of the Winnebago County Board of Supervisors for their Special Orders Session held May 2, 2000.

Susan T. Ertmer
Winnebago County Clerk