

Winnebago County Industrial Development Board

Meeting Minutes – March 17, 2010

Coughlin Center, 625 E. County Rd. Y, Oshkosh

Present: Stan Kline (Chairman), Dave Albrecht, Kathy Lennon (Vice Chair), Steve Volkert, Tim Hamblin, Elizabeth Hartman, Ken Robl, George Dearborn, Mary Krueger, Mark Harris

Excused: John Bodnar

Others present: Jerry Bougie (IDB Coordinator), Greg Keil, Bob Buckingham, Arlene Schmuhl, Rob Kleman, Tom Belter, Jesse Koonce, Kim Biedermann, Scott Rupnow, John Rabe, Debbie Last

Meeting called to order at 1:30 pm by Chairman Kline.

1. Approval of Minutes from February 17, 2010 meeting. Motion by Kathy Lennon Seconded by Ken Robl to approve the February 17, 2010 meeting minutes. Motion passed unanimously.

Introductions were held of those present.

2. Review and potential action on per capita funding applications for City of Menasha and Town of Menasha.

Greg Keil summarized the City of Menasha's 2010 per capita funding application for \$6,793.00. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve the City of Menasha's 2010 application in the amount of \$6,793.00. Motion passed 8-0.

Stan Kline delayed a decision on the Town of Menasha's application due to the absence of George Dearborn at the present time.

3. Review and potential action on allocating 2010 advertising (marketing and promotion) funds.

Stan Kline reported that the total amount of the requests exceed the amount budgeted for this program by over \$11,000.00. He reported that the IDB's general reserve fund totals over \$184,000 at present, and consideration can be given to use some of these funds to cover the shortage, as this has been done in past years. It was also the consensus of the Board to address and vote on each funding application separately instead of all at once.

George Dearborn arrived at the meeting.

Winnebago County annual membership to ITBEC (International Trade, Business & Economic Development Council) – requested amount \$11,000.00. Stan Kline provided a summary of the activities of this regional group. Discussion pursued. Motion by Dave Albrecht, seconded by Kathy Lennon to approve the \$11,000.00 allocation for County membership in ITBEC for 2010. Motion passed 9-0.

Oshkosh Convention and Visitor Bureau – requested amount \$10,000. Arlene Schmuhl indicated that the requested amount is to assist with the annual visitors guide and provided an overview of CVB activities. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve the \$10,000 allocation to the Oshkosh CVB for 2010. Motion passed 9-0.

Winnebago County annual membership in the NE Wisconsin Regional Economic Partnership (NEWREP) – requested amount \$1,000. Rob Kleman provided an overview of the group's activities. He indicated that the IDB's contribution covers half of the membership, with the other half coming from OAEDC and Chamco. Motion by Ken Robl, seconded by Kathy Lennon to approve the \$1000 allocation for the County's share of membership to the NEWREP for 2010. Motion passed 9-0.

Oshkosh Area Economic Development Corporation (OAEDC) – requested amount \$2,342.50. Rob Kleman explained that this funding request is a cost share with other with area counties along the Highway 41 corridor (Highway 41 Corridor Marketing Group) to attend trade shows to market our region. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve the \$2,342.50 funding request for participation in the Highway 41 Marketing Group's trade show efforts for 2010. Motion passed 9-0.

Chamco – requested amount \$2,400.00. Elizabeth Hartman summarized Chamco's request for funding, specifically for printing costs of publications promoting Chamco's 50th year and the benefits that Chamco has provided for the community. Discussion pursued. Motion by Ken Robl, seconded by Mary Krueger to approve the \$2,400.00 funding request by Chamco as described for 2010. Motion passed 8-0-1. Elizabeth Hartman abstained.

Winnebago County annual membership in the Fox Cities Economic Development Partnership (FCEDP) – requested amount \$1,500.00. George Dearborn provided an overview of the benefits that this organization provides for Winnebago County and the region. Discussion pursued. Motion by Tim Hamblin, seconded by Kathy Lennon to approve the \$1,500.00 funding request for the county's annual membership in FCEDP for 2010. Motion passed 9-0.

Mark Harris arrived to the meeting.

Omro Area Chamber of Commerce – requested amount \$1,334.00. Jesse Koonce summarized the use of the funds, primarily to assist with tourism promotion in Omro. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve the \$1,334.00 allocation to the Omro Chamber for tourism promotion for 2010. Motion passed 10-0.

Winneconne Area Chamber of Commerce – requested amount \$1000.00. Scott Rupnow indicated that the use of funds would be to assist with tourism promotion in the Winneconne area. Discussion pursued. Motion by Kathy Lennon, seconded by Mary Krueger to approve

the \$1,000 allocation to the Winneconne Chamber for tourism promotion for 2010. Motion passed 10-0.

Future Neenah, Inc. – requested amount \$6,000.00. Bob Buckingham summarized the group's activities and indicated that the requested amount would be used to support expansion of Future Neenah's web-based marketing initiative. Discussion pursued. Motion by George Dearborn, seconded by Kathy Lennon to approve the \$6,000 allocation to Future of Neenah for its web based marketing initiative for 2010. Motion passed 10-0.

IDB website costs – requested amount \$250. Jerry Bougie indicated that this request is to cover the annual costs to host and maintain the IDB's website. Motion by Tim Hamblin, seconded by Mark Harris to approve the \$250 allocation for the IDB's website for 2010. Motion passed 10-0.

Stan Kline reported that based on the approvals the total allocation for IDB marketing funds for 2010 is \$36,826.50 and any overage would be drawn from the IDB's reserve fund.

Town of Menasha per capita funding request: Stan Kline asked George Dearborn to report on the Town of Menasha's 2010 per capita funding request in the amount of \$7,491.00. George Dearborn then provided the Board with a summation on the Town's activities and use of funds for 2010. Discussion pursued. Motion by Dave Albrecht, seconded by Mary Krueger to approve the Town of Menasha's 2010 per capita funding request in the amount of \$7,491.00. Motion passed 9-0-1. George Dearborn abstained.

4. Update on City of Menasha loan extension.

Greg Keil and John Rabe provided the Board with an update on the status of this loan extension. John indicated that the SWMB is fine with the loan extension and indicated that this is in the hands of the County Corp Counsel to work out the details with the County Board, as the County Board will ultimately be the pass through between the Solid Waste Board and IDB for the loan extension.

5. Next Meeting. Stan Kline indicated that the next IDB meeting will be set-up on an as needed basis.

Adjournment: Motion by Dave Albrecht, seconded by Ken Robl to adjourn the meeting. Motion passed 10-0. Meeting adjourned at 2:25 pm.

Submitted by,

Jerry L. Bougie, IDB Coordinator