

Winnebago County Industrial Development Board

Minutes for March 18, 2009 Meeting

Location: J.P. Coughlin Building, Meeting Room A, 625 E. County Rd. Y, Oshkosh

Members Present: Stan Kline (Chair), Kathy Lennon (Vice Chair), George Dearborn, Mark Harris, Ken Robl, Tim Hamblin, Steve Volkert, John Bodnar

Members Excused: Dave Albrecht, Mary Krueger, Elizabeth Hartman

Others Present: Jerry Bougie (IDB Coordinator), Brian Gibbs (Winneconne), Arlene Schmuhl (Oshkosh CVB), Jesse Koonce (Omro Chamber), Rob Kleman (Oshkosh AEDC), Bob Buckingham (Future Neenah)

Meeting called to order at 1:00 pm by Chairman S. Kline.

Introductions were held.

1. **Approval of minutes from February 25, 2009 meeting.** Motion by K. Robl, second by T. Hamblin to approve the minutes. Motion passed unanimously.
2. **Review and decision on 2009 Marketing/Promotion funding allocations.**

S. Kline and J. Bougie provided an overview of the annual allocation of IDB advertising funds for local marketing and promotion programs and reviewed the list of potential projects and related funding requests. Stan indicated that the total funding requests exceed the amount budgeted for these activities, however the IDB reserve funds are currently over \$170,000 and any excess can be taken from these reserve funds. The Board then addressed the applications for funding as follows:

East Central ITBEC (International, Trade, Business, and Economic Council) – Winnebago County annual membership. Request is for \$11,000. S. Kline provided a summary on ITBEC activities and its value to the county. Discussion pursued. Motion by K. Robl, second by K. Lennon to approve the \$11,000 request for county membership in the East Central ITBEC for 2009. Motion passed unanimously.

Oshkosh Convention and Visitors Bureau. Request is for \$10,000. Arlene Schmuhl provided a summary of the CVB's activities and use of funding dollars, which is to cost share on the CVB's annual visitor's guide. The guide provides information on tourism activities countywide and thousands of copies are distributed to a variety of key places

throughout the state. Motion by K. Robl, second by K. Lennon to approve the Oshkosh CVB's request for \$10,000 for the annual visitors guide. Motion passed unanimously.

Northeast Wisconsin Regional Economic Partnership (NEWREP) – Winnebago County annual membership. Request is for \$1000. Rob Kleman summarized the county's participation in this regional county organization, and the value it provides businesses located in the county. Rob mentioned that the \$1000 request is a cost share for the county's annual membership which totals \$2,000, and the other \$1000 is cost shared with OAEDC and Chamco. Motion by K. Lennon, second by G. Dearborn to approve the \$1000 cost share allocation for the county's annual membership in NEWREP. Motion passed unanimously.

Fox Cities Economic Development Partnership (FCEDP) – Winnebago County annual membership. Request is for \$1500. J. Bougie reported on the background and activities of this group and the economic development benefits to Winnebago County. He indicated that the county has been a long time member of this group which is made-up of communities throughout the Fox Cities. G. Dearborn also provided insight into the value of participating in this group. Motion by T. Hamblin, second by K. Lennon to approve the \$1500 allocation for the county's annual membership to this organization. Motion passed unanimously.

Omro Area Chamber of Commerce – tourism activities. Request is for \$1334.00. Jesse Koonce, Omro Chamber, provided a summary on the activities of the Omro Chamber. The funds would be used to offset a portion of the costs of Tourism promotion for the Omro area. Motion by S. Volkert, second by K. Lennon to approve the \$1334 funding allocation for the Omro Chamber's tourism activities. Motion passed unanimously.

Winneconne Chamber – Tourism activities. Request is for \$1000. Brian Gibbs and Steve Volkert reported on Winneconne's request for funding to offset costs for tourism promotion in the Winneconne area. Motion by T. Hamblin, second by K. Robl to approve the Winneconne Chamber's request for \$1000 to assist in funding tourism activities. Motion passed unanimously.

Future Neenah. Request is for \$6,000. Bob Buckingham presented the request from Future Neenah. The request is to provide \$5,000 of funding for a shop local marketing campaign and \$1000 to provide funding for the Future of Neenah Magazine in an online format. Bob identified the benefits that would accrue from these promotional programs. Motion by K. Robl, second by T. Hamblin to approve the \$6,000 allocation to

Future Neenah for the promotional programs as presented. Motion passed unanimously.

IDB website annual costs. J. Bougie indicated that the annual costs to host the IDB website is \$250.00. He indicated that the site has been updated and additional updates will occur soon. Motion by S. Volkert, second by G. Dearborn to approve the \$250 allocation for the IDB website. Motion passed unanimously.

3. Discussion on ways to increase the available dollars in the IDB Revolving Loan Fund.

The Board discussed the need to find alternatives to increase the IDB Revolving Loan Fund for additional projects if they should come up. This issue has been raised since the SWMB loan pool is no longer available for local communities to tap into, which now limits the ability of the county to loan out dollars for viable projects. G. Dearborn felt it was important that we look at assisting small businesses. M. Harris suggested exploring the use of county reserve funds to provide to the IDB pool, as it may provide a way for the county to obtain a better overall return on its investments and to put some of these dollars to work in our local economy without permanently tying up the money. Discussion pursued. The Board felt it was important to continue to monitor this issue.

4. Presence at 2009 EAA convention (booth space).

G. Dearborn mentioned that the IDB had booth presence at prior EAA conventions and that he would be interested in continuing that. S. Kline summarized IDB's past participation and why it was discontinued. Arlene Schmuhl, Oshkosh CVB, indicated that they would have space available at not cost if the IDB wanted it. The Board felt that this was a good idea and S. Kline will provide a written request that will formalize the IDB's interest in this space. Consensus of the Board was to move ahead with this offer. Stan thanked the CVB for their offer. George, Arlene, Stan and Jerry will proceed with working on the necessary details including a list of persons who will occupy the booth.

5. Schedule next meeting. S. Kline said that the next meeting will be set-up on an as needed basis.

Motion by S. Volkert, second by T. Hamblin to adjourn the meeting. Motion passed unanimously. Meeting adjourned at 2:05 pm.

Submitted by:

Jerry L. Bougie, IDB Coordinator