

INDUSTRIAL DEVELOPMENT BOARD  
MINUTES FOR FEBRUARY 29, 2012 MEETING  
4<sup>th</sup> FLOOR CONFERENCE ROOM, 112 OTTER ST., OSHKOSH, WI

Board Members Present: Stan Kline (Chairman), Kathy Lennon (Vice-Chair), Mark Harris, Steve Volkert, George Dearborn, Dave Albrecht, Tim Hamblin, Ken Robl, Elizabeth Hartman, John Bodnar

Board Members Excused: Mary Krueger

Others Present: Jerry Bougie, Wendy Hielsberg, Donna Wicinsky, John Casper, Rob Kleman, Eileen Connolly-Keesler, Amy Barker, Kim Biedermann, Kara Homan, Robert Keller

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

Introductions were held.

1. Approval of Minutes from January 24, 2012 meeting.

Motion by Ken Robl, seconded by Kathy Lennon to approve the January 24, 2012 IDB minutes. Motion passed 9-0.

Dave Albrecht arrived to the meeting.

2. Review and Board Action on 2012 applications for IDB marketing/promotion funding.

Stan Kline reported that the funding requests exceeded the budgeted amount, and indicated that there are sufficient funds in IDB reserves to cover the pending requests. He indicated that the current IDB reserves total \$162,243. The Board discussed whether to utilize a portion of the reserves to potentially cover the pending funding requests for 2012. Dave Albrecht made a motion to use the reserves as necessary to cover the pending funding requests. Kathy Lennon seconded the motion. Motion passed 10-0.

Oshkosh Chamber: John Casper reported on the Oshkosh Chamber request for \$15,000. The request is to provide funding assistance to implement the marketing efforts for the newly formed Oshkosh Area Economic Development Marketing Group.

Steve Volkert asked the Board how this request is any different than the IDB's Per Capita program and how the distinction is made between the two funding programs and what the requirements are for funding. Discussion pursued on the scope and purpose of the marketing and promotion program and the relationship to the per capita funding program. Consensus of the Board was to address this topic at an upcoming IDB meeting to provide a clearer funding structure and policies relative to the IDB's funding programs.

Motion by Ken Robl to approve the \$15,000 funding request for the Oshkosh Chamber. Kathy Lennon seconded the motion. Discussion pursued. John Bodnar suggested the Board hear all

the applications first, and then take action on the funding. The Board agreed to this approach by consensus. Ken Robl withdrew his motion and Kathy Lennon withdrew her second to the motion.

Chamco: Elizabeth Hartman reported on Chamco's request for \$12,895. The request is to provide funding for Chamco's Angels on the Water program, Build it Here campaign, Aviation Business Park marketing plan, and membership fees for related organizations. It was agreed to reduce Chamco's request by \$5,165, to \$7,730, to reflect that the Aviation Business Park marketing program is currently unnecessary.

ITBEC: Stan Kline reported on the funding request of \$11,000 for the County's share of the ITBEC annual membership. He summarized the activities of the ITBEC organization.

Oshkosh Convention and Visitors Bureau (CVB): Wendy Hielsberg reported on the Oshkosh CVB request for \$10,000 for assistance in printing the 2012 Oshkosh area Visitors Guide. A copy of the 2012 Visitors Guide was distributed and reviewed.

Oshkosh Area Economic Development Corporation (OAEDC): Rob Kleman reported on OAEDC's request for \$9,373.00 for assistance with OAEDC's marketing efforts for 2012, specifically for trade shows, economic development databases, and website enhancement. In addition to the initial request of \$9,373, Mr. Kleman requested IDB to also provide financial support (cost share) in the amount of \$2,500 for the Indevlopment Conference to be held in Oshkosh.

Oshkosh Area Community Foundation: Eileen Connolly-Keesler reported on the Community Foundation's request of \$5,000 for assistance to establish a way finding signage program for Oshkosh. This will assist and direct visitors in finding key locations - tourist and other - in Oshkosh.

City of Menasha: Kara Homan reported on the City of Menasha's request of \$4,000 for assistance with the costs of a marketing firm to generate a branding strategy for the City of Menasha.

Ken Robl left the meeting.

Omro Area Chamber of Commerce: Kim Biedermann reported on the Omro Chamber's request of \$1509 for assistance to procure a billboard to promote Omro to the traveling public due to the closing of the 41/21 interchange.

Fox Cities Economic Development Partnership: Stan Kline reported that the \$1,500 request is for the County's annual membership to this organization.

Winneconne Tourism: Donna Wicinsky reported on the Winneconne Chamber's request for \$1,000 for Winneconne tourism activities

IDB Website Costs: Jerry Bougie reported that the cost to host the IDB's website is \$250/year.

Future of Neenah: Amy Barker reported on the Future of Neenah's request for \$6,000 to support enhancement of its web based marketing initiatives and community events calendar, and investment in a smart phone application.

Discussion pursued on Chamco's original request of \$12,895. It was suggested to include the Aviation Business Park marketing portion (\$5,165) in case that it later became necessary to include it again. Motion by Kathy Lennon to approve inclusion of the \$5,165 for the Aviation Business Park marketing program. Discussion pursued on whether to approve funding for all applications at once or to approve them individually. Stan Kline reported that the total funding requested by all the applications totaled \$81,027. Kathy Lennon withdrew her motion. Dave Albrecht made a motion to approve funding of all applications for a total of \$81,027. Motion seconded by George Dearborn. Additional discussion pursued relative to approving each application individually instead of collectively. Dave Albrecht withdrew his motion and George Dearborn withdrew his second to the motion. It was agreed by consensus to address funding of each application separately.

Chairman Kline asked for Board approval on each of the applications.

- Motion by Dave Albrecht, seconded by Kathy Lennon to approve the Oshkosh Chamber request for \$15,000. Motion passed 9-0.
- Motion by Dave Albrecht, seconded by George Dearborn to approve Chamco's request for \$12,895 with \$5,165 of the request contingent upon the status of the Oshkosh Aviation Park. Motion passed 8-0-1 (Elizabeth Hartman abstained).
- Motion by Kathy Lennon, seconded by Dave Albrecht to approve the ITBEC membership funding for \$11,000. Motion passed 9-0.
- Motion by Dave Albrecht, seconded by Mark Harris to approve the Oshkosh CVB request for \$10,000. Motion passed 9-0.
- Motion by Dave Albrecht, seconded by Tim Hamblin to approve OAEDC's request for \$9,373. Motion passed 9-0.
- Motion by Dave Albrecht, seconded by George Dearborn to approve the Oshkosh Community Foundation's request for \$5,000. Motion passed 8-1 (John Bodnar voted no).

- Motion by Mark Harris, seconded by Dave Albrecht to approve the City of Menasha's request for \$4,000. Motion passed 9-0.
- Motion by John Bodnar, seconded by Kathy Lennon to approve Omro's request for \$1,509. Mark Harris indicated he had a concern with the billboard promotion may direct extra traffic to an area that is primarily residential. Motion passed 8-1 (Mark Harris voted no).
- Motion by John Bodnar, seconded by Kathy Lennon to approve the \$1,500 request for the County's annual membership to the Fox Cities Economic Development Partnership. Motion passed 9-0.
- Motion by Kathy Lennon, seconded by Tim Hamblin to approve Winneconne's request for \$1,000. Motion passed 9-0.
- Motion by Dave Albrecht, seconded by Steve Volkert to approve the \$1,000 request for the County's membership share in the Northeast Wisconsin Economic Partnership (NEWREP). Motion passed 9-0.
- Motion by John Bodnar, seconded by Kathy Lennon to approve \$250 for the IDB's website costs. Motion passed 9-0.
- Motion by John Bodnar, seconded by Dave Albrecht to approve the Future of Neenah's request for \$6,000. Motion passed 9-0.
- Motion by Steve Volkert, seconded by Mark Harris to approve \$2,500 for the Indevlopment Conference. Motion passed 9-0.

Stan Kline reported that a total of \$81,027 was approved for funding. The excess of \$42,027 above the budgeted amount of \$39,000 will be drawn from IDB reserves.

3. Report on Wisconsin Economic Development Corporation initiative to consolidate local CDBG-ED Revolving Loan Funds for the purposes of establishing a Regional Revolving Loan Fund.

Stan Kline, Jerry Bougie and Rob Kleman reported that the State of Wisconsin is pursuing pulling the various local CDBG-ED loan funds into a multi-county regional loan fund. This is being done to allow a larger loan pool for all communities to draw from and to utilize idle funds in some communities to be better used. Some of the advantages and disadvantages of the regional fund were discussed. It was pointed out that these funds are not County dollars to begin with, but are in fact state dollars, and therefore the state has the right to decide how to best use these funds. The timeframe for transition to the regional fund remains unclear, but could happen within the next year. Details on how the regional loan fund would work are still being worked out, and further updates will be reported at the next IDB meeting.

4. Discussion and possible Board action on allocating a percentage of County CDBG-ED Loan funds for administration purposes.

Jerry Bougie distributed a handout detailing various options on setting aside a percentage (up to 15%) of CDBG-ED RLF repayments for admin costs. Rob Kleman and Jerry Bougie indicated that this is allowable under this program and is based on total loan repayments of both principal and interest. To date, the IDB has not utilized the set aside for admin costs. It was discussed that it's possible to do this retroactive to the 2011 calendar year repayments. It was suggested that the IDB confirm what is legally allowed under state law in regard to this program before actually setting aside the admin dollars for calendar year 2011. George Dearborn moved to set aside 15% of the total CDBG-ED loan repayments for admin purposes retroactive to 2011 contingent upon a favorable legal review of state law relative to the set aside of administrative costs for this program. Motion seconded by Dave Albrecht. Motion passed 9-0.

5. Schedule of next Meeting.

Stan Kline reported that the next meeting will be scheduled on an as needed basis. He also reported that the County Board approved the transfer of \$500,000 from County Reserves for permanent use in the IDB's Revolving Loan Fund.

6. Adjournment.

Steve Volkert moved to adjourn the meeting, Tim Hamblin seconded the motion. Motion passed 9-0. Meeting adjourned at 3:53 pm.

Submitted by,

Jerry L. Bougie  
Recording Secretary