

Winnebago County Industrial Development Board

Minutes for March 22, 2011 meeting

1st Floor Conference Room, Orrin King Administration Building, Oshkosh, WI

Board Members Present: Stan Kline, Kathy Lennon, David Albrecht, Ken Robl, George Dearborn, Tim Hamblin, Elizabeth Hartman, Mary Krueger

Board Members Excused: Mark Harris, John Bodnar, Steve Volkert

Others Present: Jerry Bougie (IDB Coordinator), Amy Barker (Future Neenah), Bill Benedict (Winneconne Chamber), Tori Bowen (Town Clayton), Wendy Hielsberg (Oshkosh CVB), Larry and Debbie Last (Citizens), Tom Belter (OAEDC), Rob Kleman (OAEDC), Kim Biedermann (Omro Chamber), Jesse Koonce (Omro Chamber)

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

1. Approval of Minutes. Motion by Ken Robl, seconded by Dave Albrecht to approve the February 15, 2011 IDB meeting minutes. Motion passed 7-0.
2. Discussion and Action on Town of Clayton 2011 Per Capita funding request. Tori Bowen reported on the Town of Clayton's request for per capita funds for 2011. Discussion pursued. George Dearborn moved, Kathy Lennon seconded to approve the Town of Clayton's per capita funding request for \$1,547.00. Motion passed 7-0.
3. Discussion and Action on 2011 Marketing/Promotion Funding applications.
 - a. ITBEC – Winnebago County Annual membership. Motion by Dave Albrecht, seconded by Ken Robl to approve \$11,000 for the County's annual membership in this organization. Discussed pursued. Motion passed 7-0.
 - b. Oshkosh CVB – Wendy Hillsberg reported on their application for funding, specifically to assist in preparation of the annual visitors guide and to market the Winnebago County area. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve the Oshkosh CVB's application for \$10,000. Motion passed 7-0.
 - c. Oshkosh Area Economic Development Corp. (OAEDC) – Rob Kleman reported on OAEDC's request for funding, specifically to assist in trade shows, maintain economic development databases, and to market and advertise the Oshkosh

area for economic development. Discussion pursued. Motion by Ken Robl, seconded by Tim Hamblin to approve OAEDC's application for \$8,205. Motion passed 7-0.

- d. InDevelopment – sponsorship cost share with OAEDC. Rob Kleman reported that this conference will host commercial real estate developers and would help in marketing our area to them. The total cost to sponsor this in Oshkosh for 2011 is \$5,000, and OAEDC is requesting IDB to sponsor \$2,500 of it. Discussion pursued. Motion by Ken Robl, seconded by Kathy Lennon to approve the sponsorship cost share application for \$2,500. Motion passed 7-0.
- e. Northeast Wisconsin Regional Economic Partnership (NEWREP) – annual membership. Rob Kleman reported on NEWREP and the cost share provided by the county in conjunction with OAEDC and the Oshkosh Chamber. Discussion pursued. Motion by Dave Albrecht, seconded by George Dearborn to approve a \$1,000 cost share for the County's annual membership in NEWREP. Motion passed 7-0.

Mary Krueger arrived to the meeting.

- f. Future Neenah, Inc. – Amy Barker reported on Future Neenah's application for funding, specifically to produce Neenah marketing brochures and conduct web-based marketing. Discussion pursued. Motion by Kathy Lennon, seconded by Dave Albrecht to approve Future of Neenah's application for \$6,000. Motion passed 8-0.
- g. Chamco – Elizabeth Hartman reported on Chamco's application for funding, specifically for designing and printing costs of business cards, letterhead and envelopes for their Angels on the Water project. Discussion pursued. Motion by Dave Albrecht, seconded by Ken Robl to approve Chamco's application for \$4,157. Motion passed 7-0-1. Elizabeth Hartman abstained.
- h. Fox Cities Economic Development Partnership – annual County membership. Motion by Dave Albrecht, seconded by Kathy Lennon to approve the \$1,500 for the County's annual membership in this organization. Motion passed 8-0.
- i. Omro Tourism Activities – Kim Biedermann and Jesse Koonce reported on the Omro Chamber's funding application, specifically to assist in their advertising and promotion of the Omro area. Discussion pursued. Motion by Dave Albrecht, seconded by Kathy Lennon to approve the Omro Chamber's application for \$1,334. Motion passed 8-0.

- j. Winneconne Tourism Activities – Bill Benedict reported on Winneconne’s funding application, specifically for the Chamber’s marketing and promotion activities of the Winneconne area and to assist in maintaining their website. Discussion pursued. Motion by Dave Albrecht, seconded by Kathy Lennon to approve Winneconne’s application for \$1000. Motion passed 8-0.
- k. IDB website costs (hosting/updating). Motion by Kathy Lennon, seconded by Tim Hamblin to approve \$250 for annual costs related to the IDB website. Motion passed 8-0.
- l. City of Menasha. Stan Kline reported that the City is interested in making a proposal for funding at the next meeting, as they were not informed of this program ahead of time. Consensus of the Board was to agree to allow Menasha to make a proposal at the next meeting. Jerry Bougie will inform the City of this.

Motion by Dave Albrecht, seconded by Kathy Lennon to adjourn the meeting. Motion passed 8-0. Meeting adjourned at 2:40 pm.

Submitted by,

Jerry Bougie
IDB Coordinator