

Winnebago County Industrial Development Board

Meeting Minutes for Wednesday, February 14, 2018

Winnebago County Administration Building, 112 Otter Ave, Room 119, Oshkosh, WI

Board Members Present: Rob Keller, George Dearborn, Mary Krueger, Mark Harris, Linda Kutchenriter, Elizabeth Hartman, Ken Robl, Joel Rasmussen, George Scherck, John Bodnar

Board Member Excused: David Albrecht

Others Present: Jerry Bougie, Sam Schroeder, Chris Haese, Bob Mundt, Dana Racine, Jason White, Audra Hoy, Rob Kleman, Mitch Foster, Paul Sundquist, Amy Albright, Bill Wyman, Kelly Neiforth

Meeting called to order at 10:30 am by Board Chair Rob Keller.

1. Approval of Minutes. Motion by Ken Robl, seconded by George Scherck to approve the August 16, 2017 meeting minutes. Motion passed 10-0.

2. Review and Board action on 2018 Per Capita Economic Development funding applications. Jerry Bougie summarized that this is the IDB's annual grant program for local economic development efforts and communities are eligible for \$1.12 per capita. Jerry also mentioned that each applicant was asked to include a Plan Submittal Form that breaks down where and how each applicant intends to utilize their per capita funding share for the current year. The applicants were now invited to provide the Board with a report on their funding applications:

City of Menasha: The City of Menasha is requesting \$16,741.00 in funding. Sam Schroeder summarized the City's request. The City proposes to utilize the funds to offset economic development costs for brochures /marketing materials, seed money for economic development financing program for the Fox Cities Regional Partnership, a design study for Water Street, interaction with business prospects, and funding of administrative activities/positions. Discussion pursued. Motion by Ken Robl, seconded by Linda Kutchenriter to approve the City's allocation as requested. Motion passed 10-0.

City of Neenah: The City of Neenah is requesting \$29,093.00 in funding. Chris Haese summarized the City's request. The City proposes to utilize the funds to offset economic development costs for brochures/marketing materials, seed money for economic development financing programs, studies related to economic development projects, other economic development promotional programs, interaction with business prospects, funding of administrative activities and positions, and membership in economic development organizations. Discussion pursued. Motion by George Scherck, seconded by Ken Robl to approve the City's allocation as requested. Motion passed 10-0.

Fox Cities Regional Partnership (FCRP): FCRP is requesting \$8,510.00 in funding. This represents pledges from the Towns of Clayton and Neenah. Bob Mundt summarized the FCRP's request. They propose to offset costs for administrative activities and positions. Discussion pursued. Motion by Joel Rasmussen, seconded by Elizabeth Hartman to approve the FCRP allocation as requested. Motion passed 10-0.

City of Omro: The City is requesting \$9,852.00 in funding. This includes pledges from the City of Omro, Towns of Nekimi, Omro and Rushford. Dana Racine summarized the City's request. The City proposes to utilize the funds to offset economic development costs for brochures and marketing materials, promotional programs, and administrative activities and positions. Discussion pursued. Motion by Mark Harris, seconded by Joel Rasmussen to approve the City's allocation as requested. Motion passed 10-0.

Greater Oshkosh Economic Development Corp (GOEDC): GOEDC is requesting \$84,945.00 in funding. This includes pledges from the City of Oshkosh, Towns of Algoma (partial), Black Wolf, Nepeuskun and Utica. Jason White and Audra Hoy summarized GOEDC's request. They propose to utilize the funds to offset economic development costs for seed money for financing programs, studies directly related to economic development, other related promotional programs, administrative activities and positions, other economic development projects and programs related to recruitment & industry diversification, workforce initiatives and regional assistance. Discussion pursued. Motion by Ken Robl, seconded by Elizabeth Hartman to approve GOEDC's allocation as requested. Motion passed 10-0.

Oshkosh Chamber of Commerce: The Oshkosh Chamber is requesting \$3,881.00 in funding. This includes pledges from the Towns of Algoma (partial) and Oshkosh. Rob Kleman summarized the Chamber's request. The Chamber proposes to utilize the funds to offset economic development costs for promotional programs (trade show and site selectors guild) and interaction with business prospects (I-41 partnership). Discussion pursued. Motion by Mark Harris, seconded by Ken Robl to approve the allocation as requested. Motion passed 10-0.

Village of Fox Crossing: Fox Crossing is requesting \$23,153.00 in funding. This includes the pledge from the Town of Winchester. George Dearborn summarized Fox Crossing's request. They propose utilize the funding to offset economic development costs for brochures/marketing materials, seed money for economic development programs, studies directly related to economic development, interaction with business prospects, funding for administrative activities/positions, and membership dues in economic development organizations. Discussion pursued. Motion by Mark Harris, seconded by Mary Krueger to approve the allocation as requested. Motion passed 9-0-1. George Dearborn abstained.

Village of Winneconne: The Village of Winneconne is requesting \$8,817.00 in funding. This includes pledges from the Towns of Oshkosh (partial), Poygan, Vinland, and Wolf River. Mitch Foster summarized the Village's request. They proposed to utilize the funding to offset

economic development costs for studies directly related to economic development and membership dues in economic development organizations. Discussion pursued. Motion by George Dearborn, seconded by Mark Harris to approve the allocation as requested. Motion passed 10-0.

Town of Winneconne: The Town of Winneconne is requesting \$2,694.00 in funding. Jerry Bougie indicated he received a phone call shortly before the meeting that no one from the Town will be present to discuss the funding request. Discussion pursued. The Board felt the application for funding was incomplete. Options were discussed relative to the Town's funding request such as tabling it for a future meeting, allocating the funding to the Village of Winneconne or declining the funding request. Motion was made by John Bodnar to allocate the Town of Winneconne's funding request for 2018 to the Village of Winneconne, seconded by Elizabeth Hartman. Motion passed 10-0.

East Central ITBEC (International, Trade, Business & Economic Development Council): The East Central ITBEC is requesting \$11,000 in funding. Jerry Bougie reported that this funding request is a direct allocation by the IDB and represents the annual county membership dues to participate in this multi-county regional organization. Paul Sundquist, East Central ITBEC representative, summarized the ITBEC activities, specifically their new "Endless Shores" tourism promotional campaign. Discussion pursued. Motion by Mark Harris, seconded by Ken Robl to approve the \$11,000 funding request for 2018 to the East Central ITBEC. Motion passed 10-0.

Oshkosh Convention and Visitors Bureau: The Oshkosh CVB is requesting \$10,000 in funding. Jerry Bougie reported that this funding request is a direct allocation by the IDB. Amy Albright, Executive Director of the Oshkosh CVB, summarized their funding request. The funds will be used to primarily assist in the cost of preparation of the annual visitors guide which markets the Oshkosh and entire Winnebago County area. Discussion pursued. Motion made by George Scherck, seconded by Mary Krueger to approve the \$10,000 funding request for 2018 to the Oshkosh CVB. Motion passed 9-0-1. Elizabeth Hartman abstained.

Jerry Bougie reported that the Board just approved a total of \$208,686.00 in funding for local economic development efforts for 2018. Rob Keller added that this funding leveraged and supported over \$1.6 million in additional local spending on economic development.

3. Review and Board action on funding request for Oshkosh Foundation's Oshkosh Image Program.

Jerry Bougie indicated that the IDB received a special funding request from the Oshkosh Community Foundation relative to their Quality of Life Image Campaign. He reported that the IDB has a reserve fund balance that could be used for one-time funding requests that would meet the IDB's mission relative to enhancing economic development in the County. Bill Wyman, President and CEO of the Oshkosh Community Foundation, summarized their funding request and the goals of the Image Campaign, which are to create and build pride in the community with the residents who live here, attract new residents to the community, and to retain college

graduates from UW-Oshkosh and Fox Valley Technical College. He indicated that the Image Campaign entails a social media campaign coupled with billboard advertising. A number of Oshkosh area organizations have already pledged funding and assistance for the campaign. Mark Harris emphasized that the funding request by the Oshkosh Community Foundation could be duplicated in the future for other eligible projects in other areas of the County. Discussion pursued. Motion by Mark Harris to approve one-time funding of \$20,000 for the Oshkosh Community Foundation's Quality of Life Campaign, motion seconded by Elizabeth Hartman. Motion passed 10-0.

4. Board action on contract renewal for CDBG-ED Revolving Loan Fund services for 2018.
Jerry Bougie reported that this contract is up for annual renewal with the Oshkosh Chamber of Commerce for administrative services for this loan program. A summary of the services and expectations were provided and discussed. Motion by George Dearborn, seconded by Mary Krueger to approve the contract renewal for 2018. Motion passed 10-0.
5. Set-up future roundtable meeting with local officials on the IDB's Revolving Loan Fund Program.
Jerry Bougie reported that in past meetings the Board wanted to get input from local entity's on the IDB's RLF program to see if there are ideas on ways to make the RLF program work better for local communities. Discussion pursued. It was agreed that Jerry will survey the IDB members and local officials to come up with a meeting date that would work for most.

Motion by John Bodnar, seconded by Joel Rasmussen to adjourn the meeting. Motion passed 10-0. Meeting adjourned at 12:05 pm.

Submitted by,

Jerry L. Bougie
Recording Secretary