

## Westside Association Meeting Minutes-April 7-2011

Meeting called to order by President Connie Drexler @12:00

Approval Feb minutes (Mike/Ron) passed

Treasurer's Report- no report for the month

Chamber Report:

- Kristin Mirkes-new staff member- members/events
- Carolyn Schmidt- contracted sales position
- April 27- florescent tube recycling day
- 04/14- Business after Hours at Aurora
- new program with CRL- long term care- 10% discount on facility
- new program with Mosaic- Identity Theft/Recovery Program- reasonably price

Chamco

- airport area- make an Aviation business park
- Economic development at Airport
- Partners- EAA/city/Foundation/UWO/Chamber/Winnebago County/FVTC/Airport Tenants
- Attract Aviation related business
- Only 7 acres currently available
- Purchase 2 properties that have 195 acres
- April 19- County Board to vote on purchase
- Chamco would market the property
  - Drive economic development
  - 3.3 million to purchase the land- county reimbursed up to 90%
  - modeled after other Industrial Parks in Oshkosh
  - city would put it in a TIF district
  - create 1000 direct jobs300 others
  - 343 million in activity
- Motion (Gary/Robin) that the Westside Association supports the purchase of the land to create the Aviation Park and send letter to county supervisors to vote yes (passed)

Sign Project for 9<sup>th</sup> Ave

- Met with DOT and the City – asked Westside to spearhead the sign project
- List all businesses at each intersection
- Contact Fritz at M&I Bank for more information

Guest Speaker- Bob O'Donnell- UW-Oshkosh- Small Business Development Center

- Help people develop business plans
- Preview business plans
- Successful Entrepreneurs-
  - Great Ideas-Talented Team-Access to capital
  - Opportunities to create new products or services that solve problems
  - Opportunities to improve existing products or services
  - Opportunities created by emerging trends
  - Opportunities created by growing market niches (such as demographic shifts)
- Access to capital
  - Early stages- your own, family and friends
- Local examples of innovation and entrepreneurship
  - Renewegy LLC- manufactures of med range wind turbines for single and multiple institutions
  - Craft-e-Corner- built a 5Million dollar company in 3 years on Ebay –
    - On line retailer of craft supplies and equipment
  - Credit Coach- start up software company recently raised 2M in v venture capital
- The center will have office space in the new Sage Hall on the UWO campus-
  - opening September 2011
  - 240sq ft
  - business incubator/accelerator focused on opportunities in Science and Technology

Meeting adjourned at 1PM