

Westside Association Meeting Minutes-February 7-2013  
Meeting called to order by President Connie Drexler @12:00  
Approval January 2013 minutes ( Ron/Rick) passed  
Treasurer's Report

- current balance is \$2279.16
- dues invoices mailed out
- deposits-none /No outstanding pledges

Chamber Report:

- Unemployment at 6.3%- the end of December 2012
- 834 commercial building permits in 2012/ \$46 million
- 147 industrial permits in 2012/ \$10 million
- Rob Kleman was featured in Insight Magazine

Membership:

- currently at 72 members

New Business:

- focus group for the Oshkosh Area School District met Feb 1
  - all info from all focus groups will be compiled by UWO
  - had good dialog
  - had 8 Westside members attend
  - need 15-20 members

Guest Speaker: Wendy Hielsberg- Executive Director - Oshkosh Convention and Visitors Bureau

- Private not for profit company- governed by a Board of Directors
- 100% funded by room(hotel) tax
- room tax mandated by the state
  - 19% to Opera House
  - 42% to the Convention Center
  - remainder to the OCVB
- Launched the Event City Brand- people identify Oshkosh with an event (EAA/Country USA/Rock USA/etc)
- we are an event friendly city
- Sales and Marketing agency for Oshkosh
  - sports groups-71 fishing tournaments in 2012
  - leisure groups
  - meeting and conventions
- Partnerships
  - volunteers
  - local business
  - service groups
  - county and city government
- promote Oshkosh continuously
- Visitor Guides- print 55,000
- Run private housing for EAA- \$35.00
- Tourism spending
  - \$200 million spent in 2012 by visitors up 7% over 2011
  - county ranks 10th in the state
  - 4600 jobs supported in Oshkosh
- New hotel
  - excellent management team
  - available now to book conventions and meetings
  - booking for 2014
- Office will move in April to the 100 block on Main Street

Meeting adjourned at 1:00PM