

Westside Association Meeting Minutes-January 6-2013  
Meeting called to order by President Connie Drexler @12:00  
Approval December minutes (John R/ Ron) passed  
Treasurer's Report

- current balance is \$3330.51
- payments in Dec -
  - Website hosting -\$65.00
  - speaker lunch -\$9.45
  - Encore Event- Hwy 21 ribbon cutting event- \$1148.80
- deposits-none /No outstanding pledges

Chamber Report:

- #1 area in WI for economic growth and jobs (Oshkosh/Neenah metro area)
- 2012 projects:
  - Olive Garden/TJ Maxx/ US Cellular
  - Green 3
  - Citizens First on Witzel
  - 2 Kwik Trips
  - Target Outreach
  - Bergstrom
  - ImProMed
  - Dollar Tree (northside)
  - Expansions: Muza/Jay/Evco
- ongoing projects
  - UWO Alumni Welcome Center
  - JoAnn Fabrics
  - Cherry Berry
- OCVB moving into the 100 block on Main Street
- Unemployment at 6.2%-lowest in the region
- \$28 million in new construction-commercial and industrial- leads the area

Membership:

- currently at 64 members
- 2013 goal - 10% growth

New Business:

- Westside was approached by Mary Olsen to participate in a survey about the visioning project for OASD
  - need 15-20 members
  - Friday Feb 1-2013 at Robbins @ 7:30AM
  - Julie Belville will be contacting members about participating

Guest Speaker: Brenda Hicks-Sorenson-Wisconsin Economic Development Corporation

- formed in 2011(restructured Commerce Department)
- 48 member staff in July 2011
- Strategic Foundation
  - customers- businesses in WI and those wanting to locate here
  - financial assistance
  - bold new economic development initiatives
- doing business lie a business
  - focus on customer service
  - local account managers- located them in local communities
  - work with partners (chambers/local development corps)
- Aligning resources with needs
  - support companies already located here
  - support and nurture driver industries (such as Oshkosh Corp)
  - goal of doubling WI exports by 2016
- Extended Enterprises
  - trade associations
  - tech colleges
  - universities
- Enhance Capabilities
  - tools- match businesses/resources
  - training
  - increase revolving funds
  - improve responsibilities
- 2012
  - provide assistant to 100 communities
  - 23,759 jobs directly impacted (retained or created)
  - investing in WI
    - direct financial assistance (grants/loans/tax credits)
  - multiplier effects
  - industry sectors
    - work with local development corps to build on existing industries
  - Minority business development
    - provide seed money funding
  - Encourage entrepreneurial

Meeting adjourned at 1:00PM