

Westside Association Meeting Minutes-Nov 3-2011

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

Approval October minutes (Mike/Rick) passed

Treasurer's Report- no report this month

Chamber Report:

- Annual report in this month's Newswave
- Holiday Parade 11/10
- Rebranding of Downtown
 - Used survey to get opinions on logo for downtown
- January 26- Business Expo- booths still available
- Feb 7- Economic Outlook Breakfast

Sign committee

- Westside paying half
- DOT gave approval on signs #1-5 on placement
- City – ok with placement of #6
- Need approval with property owners on #7-10
- Put up end of Feb or beginning of March

Membership

- Send out thank you notes for guests
- Welcome letters to new members
- Letters to acknowledge member renewals

Executive Meeting:

- Fall Economics Insights Meeting-
 - Held- Oct 20- 7:30-9:30-At LaSures
 - good attendance
- December- slate of officers and board members

Guest Speaker- Rob Kleman- Executive Director of OAEDC

- Began in 1978
- 33 member board
- 3 staff people
- funding
 - 60%-70% from Chamber
 - contract with BID (Business Improvement District)
 - commissions from land sales for city
- Strategy
 - entrepreneurship
 - Redevelopment efforts
 - Work with workforce board
 - Business retention
 - Revolving loan fund
 - Engage in regional partnerships
- Foster business start ups
 - ORIGIN- partners work with 700 clients
 - OAEDC- work with 100 startup annually
 - Angels on the Water fund
- Assist with Downtown
 - Work with them 23 years
 - Special events
 - Marking/communications
- BID Grant-
 - grants to small businesses in district
 - latest grant to Soup-A-GoGo
- Central city development efforts
 - Downtown action plan
 - Develop areas
- Attract new business
 - Attend trade shows
 - Direct mail
 - Radio show
 - Property listing

- Business retention
 - Call on local CEO
- Financial incentives
 - Has own loan program
 - Since inception leveraged 4Million
 - Coordinate tax credits
- Stepping up business attraction efforts
- 2010- 900 commercial building permits
- 2011- on pace for about the same as 2010
- commercial construction-
 - past 6 years (2005-2010) almost 300 Million- city of Oshkosh
- industrial construction –
 - Oshkosh #1-46 Million next is Green Bay with 43 million
- Unemployment
 - Oshkosh – 7.1%
 - Appleton- 8.5%
- Downtown Action Plan Priority recommendations
 - Public Plaza – Opera House Square
 - Riverside Park- Leach Amphitheater
 - Convention Center Expansion
 - North Main St streetscape and Facades
 - Pioneer Drive
- City Center
 - 1900 worked employed in the various businesses located there
- Hotel-
 - Working name- Ahearn Waterfront Hotel
 - WHG/UWO
 - \$8.5 Million project
 - TIF from city- goes to council Nov 8
 - UWO- also building Alumni Welcome and Conference Center
- Marion Rd Development
 - 2011- The Rivers
 - 60% leased
- Southshore
 - Pioneer to 6th Ave
 - Old Miles Kimball site
 - Apartments
 - White building- more apartments and retail space
- Opportunities in Oshkosh
 - Boatworks/JeldWen sties
 - Oregon to S. Main
 - Granary Restaurant
 - Pioneer Drive Area
 - Bayshore Cottages
 - Marion Rd
 - Hwy 41 Corridor (Sears Grand/Aviation Plaza/Landmark Plaza/vacant land)

Next meeting Thursday December 1-2011-11:30

Topic- Signs for businesses to direct traffic during HWY 21 closure in 2012

- Reserve your placement on signs
- Learn the latest on the sign locations

Meeting adjourned at 1:00PM