

## 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 6<sup>th</sup> 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