

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