

Westside Association Meeting Minutes

April 2, 2015

Meeting called to order by President Connie Drexler @ 12pm

No March minutes due to secretary being absent

Treasurer's Report by Mike Schmidt

- Over \$8000 in account
- Billings went out and 2nd billings went out
- No major expenses
- 30% ahead of last year
- \$250.00 check was donated to Oshkosh Fine Arts Association
- \$750.00 in authorized donations but not assigned yet

Chamber Report by Samantha Nelson

- April 9th – Social Hub on Instagram Marketing
- April 14th – Business After Hours
- April 17th – Propel Casino Night
- April 22nd – AM Oshkosh

Economic Development

120 New Jobs from Dealer Fire

Sam' Club on the move, not closed yet

\$80 million planned for this year

Membership – New Members

- Todd Miller – ATW

Guest Speaker

- Debra Pagel, Director of Human Resources at Schenck CPAs
- Leading vs. Managing
- Why don't employees do what they are supposed to do?
 - They don't know what they are supposed to do
 - They don't know how to do it
 - They don't know why they should do it
 - There are obstacles beyond their control
 - They don't think it will work

- Leading involves setting the vision for the organization and communicating that vision to the team, and inspiring them to dedicate their efforts to realize the vision
- Managing ensures the day-to-day execution of the plan, making sure team employees are focused, productive, and rewarded for the incremental steps necessary to realize the vision
- Not just about the technical skills anymore it is more behavioral
- In summary, key decision makers are expected to be good leaders and good manager – finding the right balance is critical

“Leadership is not domination, but the art of persuading people
to work toward a common goal.”

Daniel Goleman

NEXT MEETING

May 7th – Kristin Bird “Search Engine Optimization”