

Meeting Minutes  
Economic Development Committee  
Tuesday, June 26, 2012 - 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Steinhorst, Schirpke, Romberg, Tate

Also present: Mayor Gary Henke, Sue Tennie, City Clerk; Shannon L. Full, President/CEO Fox Cities Chamber of Commerce (arrived at 4:40 p.m.)

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Romberg to adopt agenda. Carried 6-0.
2. The guest speaker for the meeting was introduced. Shannon Full, President and CEO of the Fox Cities Chamber of Commerce provided the Committee with a dynamic presentation called "Ignite Fox Cities Investment Campaign". Shannon is presenting this aggressive and pro-active campaign, in an effort to solicit funds from the benefitting cities located in the Fox Valley area. Garner Economics was hired to make a full assessment of the region by focus groups, surveys and individual meetings to gauge the competitiveness of our region to the state, the nation and two benchmark communities of Chattanooga, TN and Sioux Falls, SD. Recommendations for our region were in the areas of organizational, product marketing and product improvement. These recommendations now serve as the platform for the formation of a regional Economic Development Alliance. The Economic Development Alliance will assist in recruitment of new industries to the area, expansion of our existing industries and the development of entrepreneurial activity. This Alliance will allow for greater collaboration between the public/private sectors and greater focus on job creation through attraction, retention, expansion and gardening. The number one priority of the Economic Development Alliance is to create jobs and increase capital investment in our region. We are competing in a very aggressive global marketplace and we must leverage our investments and relationships to create more jobs with new and existing companies. Working together and pooling our resources will make the Fox Cities a stronger and more viable place. The Committee thanked Shannon for her valuable presentation and agreed to consider a future request for financial assistance.
3. The Committee continued their discussion about inviting business people to future meetings. The purpose would be to interview our retail people in regards to what we can do to make them more successful, and to find out

what are some of the negative aspects in effect that work against their business. It was decided to have Gordy Schirpke, owner of Custom Carpets by Gordy, and a Committee member, be the first interview at our July meeting. This would be a trial run to give the Committee practice to formulate pertinent questions for future interviews.

4. Todd Hutchison, of Wisconsin Redevelopment, is very involved in a project in Milwaukee and has not has any contact recently with Kent concerning the City's Wolf River Avenue development property.
5. Kent's updates and business visits were reviewed by the Committee.
6. At the next Committee meeting in July, Dave Thiel and Nick Thiel will demonstrate the "Locate in Wisconsin" program.
7. Romberg/O'Connell to adjourn. Carried 6-0. The meeting adjourned at 5:55 p.m.