

SUMMARY OF PROCEEDINGS

CEDS Strategy Committee Meeting
East Central Wisconsin Regional Planning Commission
Elisha D. Smith (Menasha) Public Library
April 28, 2008

Present:

Kimberly Berg Wisconsin Department of Workforce Development, OEA
Bob O'Donnell UW Oshkosh, Small Business Development Center
Adam Delikowski Valley Homebuilders Association
Kenn Buelow Holsum Dairy
Mike Hendrick Outagamie County Planning Department
Kelly Hoxtell Calumet County Planning & Zoning Department
David Thiel Waupaca County Economic Development Corporation
Rich Scheurman Private Citizen
Helen Nagler ECWRPC Commissioner/Outagamie County Board
Jim Van Dyke City of Appleton Community Development Department
Lew Boyd Menominee Tribe, Office of Economic Development
Jim Resick Outagamie County UW-Extension
Dale Walker Fox Valley Technical College
Christian Tscheschlok Fond du Lac County Economic Development Corporation
Kara Homan ECWRPC
Tom Baron ECWRPC
Eric Fowle ECWRPC

1. CALL MEETING TO ORDER

The meeting began at approximately 2 pm.

2. WELCOMES AND INTRODUCTIONS

Ms. Homan asked those in attendance to introduce themselves, and describe what organization they represented.

3. INTRODUCTION TO THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Ms. Homan explained that the following presentation was designed to provide a baseline understanding of the Economic Development Administration (EDA) Comprehensive Economic Development Strategy (CEDS). Items a-d of this "summary of proceedings" encompass this presentation.

a. The Purpose of the CEDS and East Central's Role in economic development

Ms. Homan began by explaining the purpose of the Comprehensive Economic Development Strategy: (1) assess the regional economy; (2) outline goals and objectives for economic development; (3) set and track performance indicators; and (4) maintain a list of projects for Economic Development Administration (EDA) eligibility.

Ms. Homan explained that the CEDS is much more than just a document—it is a continuous process and can grow and change from year to year in response to changing economic conditions.

Ms. Homan made known that completion of the 5-year CEDS update is a requirement to maintain Economic Development District (EDD) status with the EDA; EDD status allows counties within the East Central Wisconsin Region to be eligible for EDA funding.

Ms. Homan stated that the CEDS will be used as a tool to help the East Central Wisconsin Regional Planning Commission (ECWRPC) implement the Regional Comprehensive Plan. Mr. Baron distributed Chapter 4 from the ECWRPC regional plan to all in attendance. Mr. Fowle explained how East Central is in the process of reinvigorating the EDA program and would like to integrate the comprehensive plan into the process. ECWRPC does not intend to duplicate what other economic development entities are doing, but rather compliment current economic development efforts and take an inventory of what is already being done in the region. A question was raised as to the "local foods" section of the regional comprehensive plan; in particular, as to whether the content really reflected the reality of the agricultural industry.

Ms. Homan then explained the funding programs currently offered by EDA and went over what projects have been funded in the East Central region since inception of the EDD. Mr. Baron distributed the EDA program listing and ECWRPC projects funded to those in attendance. Ms. Homan noted that the *Planning Program* has funded ECWRPC to carry out the CEDS process since 1984. In addition, she noted that the *Public Works and Economic Development Program* is used most often by communities for infrastructure projects. Ms. Homan noted that the Bordini Center at Fox Valley Technical College is one of the higher profile projects that EDA has funded in the region.

b. The role of the CEDS Strategy Committee

Ms. Homan explained that the CEDS Strategy Committee, and its composition, is a requirement of the CEDS process, as dictated in EDA legislation. She indicated that the committee is charged with developing, updating and replacing the CEDS document, which involves the following: assess regional economic development strengths and weaknesses; reviewing and amending goals and objectives; prioritizing economic development projects on a yearly basis; and reviewing the final CEDS document.

c. The CEDS process and timeline

Ms. Homan explained that the 2008 CEDS process would be comprised of approximately four meetings of the strategy committee in order to achieve the objectives outline in item b of this summary of proceedings. The last meeting would likely be held in September to go over the final draft document, which would then be forwarded to the ECWRPC Economic Development Standing Committee, and to Full Commission. The adopted document would then be sent to EDA for final approval by year's end.

d. Committee comments and suggestions

After the presentation was complete, Ms. Homan opened the meeting up for questions. Mr. Resick asked if we would be able to develop performance measures. Ms. Homan stated that this is a requirement of the CEDS process, but stated that certain measures are harder to track, as timely data that is available on a regional basis can be difficult to track. Developing proxies for certain items is always a possibility.

Mr. Resick made reference to the Green Collar Jobs report, put out by COWS (Center on Wisconsin Strategy). Ms. Homan stated that she would look for the report and make it available to committee members.

Mr. Tscheschlok asked what the status of EDA funding was. Ms. Homan stated that she was optimistic that EDA would be funded in the next federal funding cycle, based on indications she had received from EDA staff. She hoped that this process will result in some EDA funded projects in the East Central Region.

Mr. Thiel asked whether the CEDS meetings could be conducted via teleconference or email, as much of the content seemed to involve reviewing documents. Ms. Homan stated that she designed the process so that those unable to attend the meetings still have avenues of participation. Ms. Nagler stated that she felt that meeting in person was beneficial. Mr. Boyd concurred. It was decided to continue meeting in person.

4. REGIONAL SWOT ANALYSIS SURVEY

Ms. Homan asked if the committee would like to complete the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis at this meeting, or online. The group concurred that they would prefer to take the survey online. Ms. Homan stated that in addition to being available online, the SWOT survey was advertised in the ECWRPC newsletter, and would be sent out in paper format via the regional project inventory. Mr. Hendrick suggested that the press release advertising the online SWOT survey be sent to committee members for inclusion in their newsletters (e.g. Chamber of Commerce's, Economic Development Corporations, etc.).

5. OTHER BUSINESS

None.

6. ESTABLISH NEXT MEETING DATE/TIME

Discussion ensued as to what time would be best to encourage private sector participation. It was decided that a meeting over the lunch hour would be the best option.

The next meeting was scheduled for June 25th at noon, to be held at the new ECWRPC offices (400 Ahnaip Street, Suite 100, Menasha).

7. ADJOURN

Meeting adjourned at approximately 3:15 pm.