

SUMMARY OF PROCEEDINGS

CEDS Strategy Committee Meeting
East Central Wisconsin Regional Planning Commission
ECWRPC Offices
June 25, 2008

Members Present:

Kimberly Berg	Wisconsin Department of Workforce Development, OEA
Bob O'Donnell	UW Oshkosh, Small Business Development Center
Kelly Hoxtell	Calumet County Planning & Zoning Department
David Thiel	Waupaca County Economic Development Corporation
Jim Resick	Outagamie County UW-Extension
Christian Tscheshlok	Fond du Lac County Economic Development Corporation
Christine Kaup	The New North
Amy Pietsch	Venture Center, Fox Valley Technical College
Kara Homan	ECWRPC
Tom Baron	ECWRPC

1. CALL MEETING TO ORDER

The meeting began at approximately 2:05 pm.

2. WELCOMES AND INTRODUCTIONS

Ms. Homan asked those in attendance to introduce themselves, and to state what organization they represent.

3. REVIEW AND APPROVE SUMMARY OF PROCEEDINGS FROM APRIL MEETING

Ms. Homan presented the Summary of Proceedings and asked if there were any corrections that needed to be made. No changes were discussed. A motion to approve the agenda was made by Kelly Hoxtell and seconded by Dave Thiel, passing unanimously.

4. SOCIOECONOMIC TRENDS AND CONDITIONS IN THE EAST CENTRAL REGION

Ms. Homan used a PowerPoint presentation to define trends and conditions within the East Central region. The presentation included population trends, labor force data, and income information. The presentation was followed by a lively discussion regarding an aging workforce, comparing household versus family census data, and other and possibly more in depth sources of socioeconomic data. It was suggested that CEDS funding should back a more intensive economic analysis of the region.

Additional discussion included the current status of "green" and "advanced manufacturing" industries in the region, and how to attract young people into these career fields. Further dialogue entailed current partnerships between business and education and apprenticeship programs. It was suggested that these programs need to have a strong local commitment to be successful. Conversation then moved to transit programs that assist workers in commuting to their jobs. It is viewed that these programs should have a regional approach and be mindful of providing services for inner city residents in having access to suburban job opportunities. The group also discussed rail as a method for transportation. Ms. Homan

suggested that the committee members review the "Midwest Regional Rail Study" plan for the region.

5. SWOT ANALYSIS RESULTS

Mr. Baron presented results of the SWOT Analysis. General trends were presented and compared with a previous SWOT analysis that was completed for the region. Mr. Baron noted that as of the meeting date (June 25th), a total of sixteen people had either taken the survey online, or mailed in a written response. It was concluded by the group that more responses are needed to help legitimize the results. A recommendation was made that to encourage more people to complete the analysis there should be a prize offered. Further discussion concluded that the prize should be a gift card for the purchase of gasoline. To be eligible for the prize, persons who complete the analysis will need to provide an e-mail address. This e-mail address will be entered into a random drawing and one winner will be selected.

The discussion then shifted to employers and industries within the Fox Valley region. Ms. Homan suggested that a Shift Share Analysis should be completed of the area to study the strengths and potential of various industries. Remarks were made regarding how the Fox Valley is becoming a home for a growing number of call centers. Questions were raised as to why the area has attracted these businesses. Further conversation involved the importance of local ownership of all corporations in keeping businesses in the area. It was also noted that waste industries and farms using waste to generate electricity are becoming strong industries in the region. An economics professor from the University of Wisconsin at Green Bay had completed research in the 1990's that highlighted waste management as a significant industry in the area. It was suggested that the group review the Department of Labor's 21st Century Growth Industries report.

6. REVIEW AND PRIORITIZE ECONOMIC DEVELOPMENT VISION, GOALS, STRATEGIES & RECOMMENDATIONS

It was agreed that in preparation for the next meeting, committee members will review and prioritize economic development vision, goals, strategies and recommendations. A "star" will indicate high priority goals/strategies/recommendations (g/s/r), a "plus" sign will be used for medium priority g/s/r, and a "minus" sign will be used for g/s/r that have a lower priority at the given time.

7. REVIEW AND REVISE PROJECT RANKING CRITERIA

Ms. Homan explained that the proposed ranking criteria were compiled by reviewing other CEDS project ranking criteria and producing a scoring methodology. In asking members to review the ranking criteria she directed members to address three questions that were included at the top of the proposed criteria. Committee members reviewed the project ranking criteria and commented that there wasn't a great level of detail regarding scoring criteria. It was also debated whether wage scales and education requirements for jobs that will be created should be included in the scoring criteria. Mr. Tscheshlok commented that these questions are often very difficult to answer given the nature of these types of projects. This led to a discussion about whether the questions being asked are quantitative or qualitative. It was decided the cost per job criteria job should be replaced with criteria that assess pay scale and education level of jobs created. It was also decided to assess each EDA criteria separately. Ms. Homan agreed to re-contact inventory respondents and ask them to provide a response as to how their project meets the EDA investment guidelines.

8. ESTABLISH NEXT MEETING DATE/TIME

The next meeting will be on **WEDNESDAY, JULY 30TH AT 9:00 A.M.** at the **ECWRPC OFFICES.**

9. ADJOURN

The meeting adjourned at approximately 3:30 pm.