

IOWA COUNTY AREA ECONOMIC DEVELOPMENT CORPORATION

Minutes

Development Committee Meeting

April 8, 2010

Noon

ICAEDC office. 338 N. Iowa St. Dodgeville, WI 53533

Members present: Bob Bergliin, John Biondi, Cindy Lenz, Paul Ohlrogge, Marilyn von Allmen-ex officio

Professional Staff: Rick Terrien

Marilyn von Allmen acted as Chair for the meeting.

Meeting was called to order at 12:05 PM

Affirmed that posting of agenda met requirements

Marilyn asked for approval of minutes from Development Committee meeting of 1/22/10

Motion to approve: Bob Berrglin

Second: John Biondi

Motion carried unanimously

Discussion – Committee selection of Chair

General discussion cited potential overlap in duties among committee members with their existing organizations. It was decided to ask John Lind if he would consider being Chair of this Committee.

Motion to approve: Bob Berglin

Second: John Biondi

Motion carried unanimously

Discussion - Approaching public bodies in our service area for funding.

It was decided that a letter would be prepared by Paul Ohlrogge to forward to the Clerks of the Towns and Villages that had contributed in previous years, but had not yet contributed this year. Rick Terrien will help supply content.

It was decided to approach public bodies that had never contributed with a separate letter. Marilyn suggested that Kristin Mitchell could be asked to contribute to this process by helping us prepare support materials for this presentation.

Paul suggested that Rick could also get on the agenda for the next meeting of the Iowa County Town Units.

For all public presentations, Bob Berglin suggested we include Innovation Kitchen, Entrepreneur Club, and work on the Highland facility.

Bob also suggested ICAEDC Board members could visit individual Town and Village Board meetings with this standard presentation. These letters could be sent in Mat to begin visits in June.

Discussion – Approaching private entities

John Biondi suggested that we need consider strategies that motivate private entities to become involved and contribute. One key component would be to build a vision for our 'use of funds' that goes beyond what was done in previous years.

Rick Terrien discussed the role the new database system, Synchronist, will play in business retention and expansion relationships with our business community.

John Biondi pointed out the value of approaching types of businesses that will benefit from a general increase in economic activities across the county, including financial institutions, agri-businesses, utilities, and telephone companies.

The group discussed the value of increasing our budget goals 2 to 5 times current budgets. To achieve this kind of vision it was decided to begin work on a 2010 strategic vision workshop

Discussion - 2010 strategic vision workshop.

The group suggested that a strategic vision workshop would strengthen the work of the Development Committee. Paul agreed to facilitate if the Board was interested. Marilyn suggested that this idea be presented to the full Board during the April meeting. Rick entered into Agenda notes for full Board meeting April 15.

Summary of action steps by Marilyn.

- Paul will begin a letter to existing public sector entities who contributed previously. Rick will help.
- A new letter along with supporting materials will be developed by mid May for use in approaching public bodies who have not previously contributed.
- Full Board will be advised of Development Committee recommendation to schedule a strategic vision workshop in the near future.
- Next meeting date set for Thursday May 13, Noon at the EDC office.

Meeting adjourned: 1:30 PM