

# CHAPTER 3. Community and Private Sector Participation

## CEDS COMMITTEE

The makeup of the CEDS committee is one of the most important parts of the economic development strategy process. To the right lists the people who were invited to participate on the CEDS committee, unfortunately not all could attend the meetings but a number of those who could not participate in person did so by email or by our online survey.

A meeting was held with local economic development professionals to get a list of others who would be valuable to the process in order to start a committee. The list to the right is the result of that session with the addition of other sector representatives who were asked to serve to meet EDA guidelines.

## MEETING PROCESS & TIMELINE

The first meeting was held March 10, 2009 in Mineral Point Wisconsin to introduce the process to the Economic Development professionals and to explain the requirements of the CEDS, set the remaining process and establish a timeline.

A second meeting with the full committee was held April 7, 2009 where staff once again covered the purpose of the CEDS as well as particular requirements to meet EDA guidelines. A SWOT Analysis for the region was completed at the next meeting and an online version was posted on the SWWRPC website in survey form for those who could not participate in person and for the general public. This was done by April 10th with a press release issued on that day.

The third meeting was held May 6th and the day was spent doing the SWOT analysis refinement which incorporated the online responses as well. The results were then narrowed down to the top five or six issues in each category to start the goal setting process. Staff then formulated some broad goals and objectives for group discussion at the final meeting on June 6th.

The final meeting was spent prioritizing the goal areas and the objectives within those areas. A consensus was reached the following areas were the top five: Regional Recognition, Broadband access, Transportation, value added Agriculture, and Worker housing.

It was also recognized that these were priorities but certainly not the only issues to be dealt with in the next five years. Things like tourism, innovation and entrepreneurship are also top tier efforts but secondary to these five. All of the meeting agendas, minutes and press releases are available in the Appendix section of this document.

First Name	Last Name	Title
Rick	Terrian	EDC - Iowa County
Ron	Brisbois	EDAC - Grant County
Anna	Schramke	EDC - Green County
Joanne	Ehasz	EDC - Lafayette County
Meegan	Thompson	EDC/Chamber - Richland County
George	Krueger	PAIDC/Industry
Cindy	Lenz	Alliant Energy - Utility
Tim	McGettigan	RPC - Lafayette/Finance
Eileen	Nickels	Platteville City Council/Realtor
Bruce	Wunnicke	RPC - Richland/Business
John	Lind	Iowa County Board
John	Waelti	RPC - Green/retired
Paul	Ohlrogge	UW Extension
Paul	Thares	UW Extension
Steve	Kohlstadt	UW Extension
Cara	Carper	UW Extension
Ela	Kakde	UW Extension
Kathy	Kopp	Platteville Chamber/tourism
Jerry	Wehrle	Mayor, Lancaster/retired
Bob	Berglin	Dodgeville Chamber
Matt	Urban	Monroe business
Suzi	Osterday	Darlington Chamber/Main Street
Diane	Treis-Rusk	Higher Ed/UW - Richland/tourism
Duane	Ford	Higher Ed/UW - Platteville
Anita	Huffman	Higher Ed/Blackhawk Tech
Derek	Dachelet	Higher Ed/SWTC
Amy	Charles	Workforce Development
Dave	Vorbora	SW Cap - unserved/underserved populations
Audrey	Johnston	SW Opportunities - Work Center

# CHAPTER 3: SWOT Analysis

## SWOT Analysis

The SWOT analysis pages containing the complete responses taken during the work session as well as those gathered by the public survey done online are available in the appendix section of this document.

The SWOT Analysis contains the first prioritization of the issues at the end of the work session.

Strengths
1. Education
2. Agricultural & Natural Resources
3. Location
4. Quality of Life (as it relates to education, cost of services, safety, arts, and healthcare)
5. Transportation - variety
6. Healthcare - quality

Weaknesses
1. Broadband - lack of high-speed internet outside of cities
2. Transportation - aging/quality
3. Resistance to Change
4. Investment - No \$ especially state
5. Employment opportunities
6. Recognition of the region

Opportunities
1. Ag - bio fuels, food
2. Entrepreneur/cottage Industries
3. Education
4. Location
5. Regional Marketing
6. Tourism
7. Healthcare

Threats
1. Economic downturn
2. Energy
3. Ignoring infrastructure
4. Lack of Vision
5. Aging & Declining population