

# APPENDIX H. CEDS Strategy Committee & Summary of Proceedings

## CEDS Committee

First Name	Last Name	Title
Rick	Terrien	EDC - Iowa County
Ron	Brisbois	EDC - 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 St
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
Audrey	Johnston	SW Opportunities - Work Center
Dave	Vorbora	SW Cap - unserved/ underserved populations

## Meeting Minutes

March 10, 2009

2:00 p.m.

Alliant Energy conference room Mineral Point WI

Meeting was called to order by Economic Development Program Manager Ed White. Introductions were made and attendance taken. Those in attendance were: George Krueger-PAIDC, Rick Terrien-ICAEDC, Joanne Ehasz- LDC, Meegan Thompson-RCEDC, Cindy Lenz- Alliant Energy, Anna Schramke- GCDC, Ron Brisbois- GCEDC,

Ed White, Economic Development Program Manager for Southwestern Wisconsin Regional Planning Commission thanked the committee members for their attendance and then went into the purpose of the CEDS, the requirements of EDA, and the process that would be followed.

A timeline was set for three additional meetings on April 7th, May 6th and June 3rd to complete the process.

Ed asked the group for suggestions on the process and names of individuals who should serve on this committee. A number of names were submitted and Ed will invite them and several others to be part of the team. There were also a number of suggestions as to the purpose and outcome of the process with the primary concern being that the document is usable in the end.

Meeting was adjourned at 4:00 p.m.

A complete list of those invited to participate is available in the appendix section.

## APPENDIX H. CEDS Strategy Committee & Summary of Proceedings

April 7, 2009  
2:00 p.m.

Alliant Energy conference room Mineral Point WI

Meeting was called to order by Economic Development Program Manager Ed White. Introductions were made and attendance taken. Those in attendance were: George Krueger-PAIDC, Rick Terrien-ICAEDC, Karen Knox-SWTC, Tim McGettigan- SWWRPC Commissioner, Jerry Wehrle- Mayor of Lancaster, Joanne Ehasz-LDC, Meegan Thompson-RCEDC, Bob Berglin -Dodgeville Chamber of Commerce, Kathy Kopp – Platteville Chamber of Commerce, Cindy Lenz- Alliant Energy, Anna Schramke- GCDC, Ron Brisbois- GCEDC, John Waelti- SWWRPC Commissioner, Duane Ford – U.W. Platteville, Dave Vorbora – SW CAP, Steve Kohlstedt-Richland County UW EXT, Ela Kakde- Lafayette County UW EXT., Paul Thares- Grant County UW EXT.

Ed White, Economic Development Program Manager for Southwestern Wisconsin Regional Planning Commission led the introductions of the committee members and then went into the purpose of the CEDS, the requirements of EDA, and the process that would be followed.

A timeline was set for two additional meetings on May 6th and June 3rd to complete the process.

Ed then led a SWOT discussion covering; Strengths (current), Weaknesses (current), (future) Opportunities, and (future) Threats. A long list was developed in each category so it was decided to try and narrow the focus down to the top five or six issues in each category for discussion at the May meeting. This was then done and the results were as follows:

Meeting was adjourned at 4:00 p.m.

A complete list of the SWOT will be available in the appendix section of the report.

May 6, 2009  
2:00 p.m.

Alliant Energy conference room Mineral Point WI

Meeting was called to order by Economic Development Program Manager Ed White. Introductions were made and attendance taken. Those in attendance were: George Krueger-PAIDC, Rick Terrien-ICAEDC, Karen Knox-SWTC, Joe Carroll- Platteville City Manager, Jerry Wehrle- Mayor of Lancaster, Joanne Ehasz- LDC, Meegan Thompson-RCEDC, Lyn Brodersen – U.W.- Richland, Cindy Lenz- Alliant Energy, Anna Schramke- GCDC, Ron Brisbois- GCEDC, John Waelti- SWWRPC Commissioner, Duane Ford – U.W. Platteville, Dave Vorbora – SW CAP, Tjaard van Holton – SWWRPC, Amy Seeboth-SWWRPC,

Tjaard van Holton gave a PowerPoint presentation on the data that we had collected up to this point in the process. The tables and graph covered the labor force, industry clusters, housing and agriculture in the region. Discussion followed on the information presented.

Ed White then led the committee through the results of the SWOT analysis the committee did at the April 7th meeting and the results of the online additions.

The committee then discussed the top 5 to 7 issues under each category; Strengths (current), Weaknesses (current), (future) Opportunities, and (future) Threats and discussed possible objectives and goals to take advantage of our strengths and opportunities and to mitigate our weaknesses and threats.

In the interest of time, Ed volunteered to put together some draft goals in the top five areas and bring those back to the June session to finalize.

Meeting was adjourned at 4:00 p.m.

The goals and objectives were typed and sent by email to the entire CEDS committee for comment and review.

June 3, 2009

2:00 p.m.

Alliant Energy conference room Mineral Point WI

Meeting was called to order by Economic Development Program Manager Ed White. Introductions were made and attendance taken. Those in attendance were: George Krueger-PAIDC, Rick Terrien-ICAEDC, Karen Knox-SWTC, Dave Berner-Platteville City Manager, Jerry Wehrle- Mayor of Lancaster, Joanne Ehasz- LDC, Meegan Thompson-RCEDC, Connie Adsit – RCEDC, Diane Treis-Rusk – U.W.-Richland, Cindy Lenz- Alliant Energy, Anna Schramke- GCDC

Ed started the discussion by giving the EDA definition of goals and objectives and examples of each. The group then identified specific goals for each of the five areas that were identified from the previous session as the region's top priorities. These areas were Broadband, Worker Housing, Transportation, Regional Recognition and Agriculture. It was also discussed that although these were the top priorities the CEDS would also cover issues such as innovation and entrepreneurship, health-care, tourism and others identified in previous session.

Goals were set in each area and then prioritized in order of importance. The group ranked the areas in the following order: 1. Regional recognition 2. Broadband access 3. Transportation 4. Agriculture 5. Worker Housing .

Objectives were then set for each of the goals with the understanding that Ed would develop a specific action plan to implement those objectives for the region.

Ed thanked and informed the group that this was the last meeting before the final CEDS would be put together and that there would then be a 30 day review and comment period before the document was sent to EDA

Meeting was adjourned at 4:00 p.m.

The goals and objectives were typed and sent by email to the entire CEDS committee for comment and review.

### Press Release

Press Release: Southwestern Wisconsin Regional Planning Commission

April 10, 2009, for immediate release

Economic Development Program, Ed White

Every five years Southwestern Wisconsin Regional Planning Commission updates its Comprehensive Economic Development Strategy (CEDS) for the region. This document helps identify and prioritize our efforts in the area of economic development for the five counties we serve. Those counties are; Iowa Grant, Green, Lafayette, and Richland. If you live or work in one of these counties we would like to hear your thoughts on the regions Strengths, Weaknesses, Opportunities and Threats (SWOT) as they relate to economic development. We will have an online survey available until May 1st, 2009.

To complete the survey go our website at [www.swwrpc.org](http://www.swwrpc.org) and click on the economic development tab and you will see the survey , or go to <http://www.swwrpc.org/econodev/survey.php> contact Ed White at [whiteed@uwplatt.edu](mailto:whiteed@uwplatt.edu) or leave a message at the office 608 342-1751, or my cell phone 608 732-6659 if you would like a paper copy.

You can also check out our existing plan at [swwrpc.org](http://swwrpc.org) and click on the economic development tab.