



Southwest Wisconsin Regional Economic Development Coalition Strategic Administrative Team (SAT)

Meeting Notes

Wednesday, November 17, 2004

I. Call to order & Review of August 18, 2004 meeting notes

Present: Amy Charles, Vicki Olds, Lance Brower, Jim Griffiths, Sharon Cuchna, Beth Andes-Young, Eileen Nickels, Laura Mosena, Lisa Whitish, George Krueger, Barb Daus

II. Announcements & Updates

◆ SAT leadership team

Barb noted the need to find co-leaders for this team. Ed Bible departed in late summer 2004 and Barb would be amenable to passing the 'leadership baton.' SAT Leadership is something that must be addressed in early 2005

◆ Next meeting date

Wednesday, January 12, 2005 from 9:30am to 11:30am at the First Banking Center, 15815 Hwy 81, Darlington.

Group consensus to meet every other month (rather than monthly).

III. Organizing Regional Retirees

◆ Prospectives – distributed at meeting

List was reviewed. Folks were encouraged to add more prospects and to be in contact with those prospects as to the prospects interest.

◆ Champions – recruitment (*Green, Iowa, Lafayette, Grant, Richland, Crawford*)

Jim Griffiths (Iowa) and Tim McGettigan (Lafayette) have agreed to assist. Darlo Wentz (Richland) and Jack Kundert (Green) have been approached. Sharon is working on a Crawford County rep and Barb will be approaching a Grant County person before Thanksgiving.

◆ Timeline – December 'champions' meeting with Laura; January 'large group'

Laura explained the timeline and purpose of the 'champions' meeting. January is the target month for a large group meeting – so send any names/info to Barb, ASAP.

IV. 2005 Regional Conference

Barb noted that planning group had met on 11/12 and would be meeting again on 12/10.

◆ Date, Wednesday - March 23, 2005

Approximate times is Noon to 1:30pm for pre-conference tours; 1:30pm to 4:30pm for breakouts; and 5pm to 8pm for dinner and evening keynote

Location is Monroe – Blackhawk Technical College campus and Ludlow Mansion

◆ Conference plan – distributed at meeting

Considerable discussion regarding audience – who will attend? Is this for the 'very small' entrepreneur? Is the program 'too sophisticated'? Will financial institutions attend? Will the conference be too pricey for some to participate? Some discussion regarding program. Barb encouraged everyone to send input to her (Daus@uwplatt.edu) – questions, concerns, suggestions. Barb will share with planning group on 12/10.

V. Planning for 2005 Southwest's the Best Day - legislative visit day in Madison

◆ *Eileen expressed her strong feelings that we must move forward with this initiative. She noted the 'big 4' that are associated with our region: agriculture, tourism, manufacturing, and education. Eileen will work with one facilitator from each county (thanks, Sharon for volunteering from Crawford County) and will arrange a series of three (3) meetings for issues identification, thank you, and regional needs. Target for meetings is January; plan is to involve UW Extension folks as meeting facilitators; and to have a small, committed, and passionate group evaluate input and prepare the plan/materials for the legislative visit day.*

VI. Marketing – visit to Southwest Wisconsin by Forward Wisconsin/Pepi Randolph

◆ *Grant County Economic Development Corp – annual meeting, December 1
Contact Ron Brisbois for information/reservations (gcedc@grantcounty.org)*

◆ *Platteville Area Industrial Development Corp – December 2
George Krueger explained his invitation to host Pepi Randolph in Platteville on 12/2. Goal is to acquaint Pepi with the region and with Platteville; to have him meet and speak with area businesses; to have him learn about the resources in the region/Platteville; and to receive his input/expertise on opportunities to work together in promotion. George pointed out that state officials are available – and that we need to ask. Attendance from others outside of Platteville is welcome – particularly as it relates to seeing how to structure/arrange/maximize a visit. Contact George (plattevilleindustry@centurytel.net) for info.*

VII. Small Business Development Center

◆ *Announcements/Updates*

Beth Andes-Young announced several upcoming educational events. She noted that the SBDC continues to struggle as both she and Ayla Annac (director) are only half-time employees.

VIII. Southwest Wisconsin Regional Planning Commission

◆ *ED Planner – Tom Jackson*

Barb noted that Larry Ward and Tom Jackson were visiting the EDA/Chicago on 11/16. Everyone is looking forward to working with Tom in his new role.

◆ *LTE Position to support Coalition – job description distributed at meeting*

Barb noted that there will be movement on this position. It was necessary to fill the ED planner position first.

IX. Other

◆ *Regional Rural Economic Development Tour*

If someone is interested in championing an activity of this nature – time to 'step up to the plate.'

◆ *Inventors & Entrepreneurs Club*

Again, this is an activity that requires a champion. Laura has had conversations with the folks from Juneau County about their club. She indicated that folks in Beloit have some interest.

◆ *Young Professionals Group*

There is a group, in its infancy, in Platteville. Impetus for formation was through the Platteville MainStreet program. The group is not limited by geography – however, they are looking for participants between 21 and 35 years of age.

**Reminder: next meeting is
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in Darlington at the First Banking Center.**