

# **NOTICE**

The City of Stoughton will hold a meeting of the **Economic Development Committee** on **Thursday, June 25, 2009 at 6:00 p.m. in the Giles Dow Room, 381 E. Main Street, Stoughton, WI.**

## **Agenda:**

1. Call to order.
2. Review & Approve Meeting Minutes of May 21, 2009.
3. Economic Development Strategic Plan.
  - a. Finalize Strategic Team Action Plans (SWOT Analysis).
  - b. Review "Draft" Committee Recommendations to Common Council.
4. Future meeting dates.
5. Adjournment.

## **SENT TO:**

Ald. Tim Carter  
Ald. Carl Chenoweth  
Ald. Ron Christianson  
Mayor Jim Griffin  
Ald. Paul Lawrence  
Dan Matson  
Dave Phillips  
Rodney Scheel  
Tim Swadley  
Peter Sveum (e-mail)  
Laurie Sullivan (e-mail)

## **GUESTS:**

Ald. Steve Tone  
Kay Davis  
Hollie Hollister  
Kevin Devine  
Gary Walker

**Cc:** City Clerk Luann Alme  
Department Heads  
Council  
City Attorney Matt Roethe  
Dan Kittleson – Chair RDA  
Sto. Newspapers/Wisconsin State Journal  
Tamarah Bader-Fleres  
Deputy Clerk Phil Hougan  
Stoughton Library Administrative Assistant Debbie Myren

**Note: For security reasons, the front doors of the City Hall building (including the elevator door) will be locked after 4:30 p.m. If you need to enter City Hall after that time, please use the Fifth Street entrance or if you are physically challenged and are in need of assistance, please call 873-6677 prior to 4:30 p.m.**

**NOTE: AN EXPANDED MEETING MAY CONSTITUTE A QUORUM OF THE COUNCIL**

## **ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Thursday, May 21, 2009 – 6:30 pm

Fire Department Training Room, 401 E. Main Street, Stoughton, WI

**Present:** Alderpersons Tim Carter, Carl Chenoweth, Paul Lawrence, Dan Matson, Chamber Administrator Dave Phillips, Tim Swadley, Peter Sveum, Director of Finance Laurie Sullivan, Diane Reinstad - staff

**Others Present:** Hollie Hollister, Kevin Devine

**Call to Order:** Sullivan called the meeting to order at 6:35 pm.

### **Election of Officers:**

Carl Chenoweth was nominated as Chairperson by Phillips, 2<sup>nd</sup> by Sveum. There were no other nominations.

***Motion by Swadley, 2<sup>nd</sup> by Carter to close the nominations and elect Carl Chenoweth as Chairperson. Motion carried unanimously by acclamation.***

Dan Matson was nominated as Vice-Chairperson by Carter, 2<sup>nd</sup> by Sveum. There were no other nominations.

***Motion by Carter, 2<sup>nd</sup> by Phillips to close the nominations and elect Dan Matson as Vice-Chairperson. Motion carried unanimously by acclamation.***

### **Minutes of March 19, 2009:**

***Motion by Matson, 2<sup>nd</sup> by Lawrence to approve the minutes from the March 19, 2009 Economic Development meeting as written. Motion carried unanimously by acclamation.***

### **Update on RDA actions – Laurie Sullivan**

**Artspace Projects, Inc.** - The RDA conducted a conference call with Artspace at the May 13, 2009 meeting. We discussed matters of continuing the feasibility study on the old Highway Trailer Building with the fee of \$700,000 to be paid out for per construction work.

**BUILD Grant** – Things are looking good for this grant. There is a meeting planned for June 4, 2009 meeting @ the City County Building. Members of the RDA plan to attend.

**CBED Grant** – No funds available at this time.

The RDA also met with the Green Team. (2 from DNR and 1 from the Depart of Commerce) They presented information on different funding sources for Brownfield areas and grant application information and the money that is available.

### **Strategy Teams – Carl Chenoweth**

***Review and Summarize Action Plans-*** A review sheet of all teams was handed out. Each team is asked to critique their plan, looking forward to the next 18 months, and prepare a timeline and what their plan could possibly cost and bring that info to the next ED meeting. The committee will then prepare the materials to present to the Council.

***Prioritize Strategy Team Action Plans*** – Need to identify resources for funding and what the action plans will cost, also taking into consideration in-kind sources.

Need to get the website up and running and up to date. Majority of prospective property owners and businesses look to the Websites for their information. Fitchburg has a very good set up. City Economic Development Planner – Mike Zimmerman – (full time position in Fitchburg) would be a person of interest to talk to.

**Marketing Strategy Team Proposal – Dave Phillips**

Phillips presented the committee with a recommendation proposal to assign responsibility for various economic development functions desired by the City to the Stoughton Chamber of Commerce. Since all the strategy teams are inter-related, it would be in the City's best interest to establish a centralized umbrella to manage all areas.

Website Development – Ken Harwood has already put together Future Stoughton with a list of all the properties available in Stoughton. For a fee of \$500, Harwood could have the website up and running in a matter of days. The website could then be improved upon in the next 30-60 days. Materials need to be kept up to date with current information to be useful.

Where the funds will come from should be one of our initial steps. Possible avenues of funding and hands on services could be generated through the City, Chamber, School District, Utilities, RDA, entrepreneurs and In-Kind services rather than looking to federal monies.

Lawrence suggested that this should be brought to the Committee of the Whole.

Individual groups would need to make a commitment and stand by their commitment.

***Motion by Sveum, 2<sup>nd</sup> by Lawrence to approve Dave Phillips' concept of the Economic Development proposal and have Phillips come back to the next meeting with more details as to budget and organization and for Phillips to implement our strategic action plans into the proposal.***

Discussion

***Motion by Chenoweth, 2<sup>nd</sup> by Lawrence to call the question.***

***Vote on the motion – motion carried unanimously by acclamation.***

**Future meeting** – Thursday, June 25, 2009 at 6:30 pm in the Giles Dow Room, City Hall.  
(Chenoweth will confirm date)

***Motion by Carter, 2<sup>nd</sup> by Lawrence to adjourn the meeting at 8:00 pm. Motion carried unanimously by acclamation.***

Respectfully submitted,

Diane Reinstad  
Administrative Assistant - Finance