

MINUTES – AMENDED (to include agenda item 2 – Oath of Office.)

Monday, January 12, 2009

4:30 PM – Second Floor

City Manager's Conference Room

Whitewater Municipal Building

312 W. Whitewater Street

Whitewater, WI 53190



1. Call to order and roll call

Jeff Knight called the meeting to order at 4:35PM.

Present: Jeff Knight, Al Marshall, Jim Caldwell, Jeff Hawkes, Max Taylor, Kevin Brunner, John Chenoweth, Liz Kaminski (LK Marketing)

2. Committee Member Oath of Office

Nimm performed an Oath of Office for committee members Knight, Marshall, Caldwell, & Hawkes.

3. Approval of the Agenda

Motion to approve the agenda by Caldwell. Seconded by Marshall.

Ayes: Caldwell, Knight, Marshall, Hawkes.

4. Discussion on Website Development

Chenoweth walked through the new website re-design with the committee. It was explained the website is focused on the business park and content has been pulled from the original website as well as the new marketing brochure.

Caldwell – Questioned the Financial Assistance Page asking if under the ED Loan Program we could explain the RLF with more detail to include local approval authority.

Knight – asked if Chenoweth could have the pages ready for print for easy edits and mark-ups of each page?

Caldwell – Questioned if the site can this be reviewed perhaps by outside industry experts to be sure we have what we need? Mentioned sending the site for edits to a site selector, Equity Commercial, JCEDC & WCEDA?

Knight – noted that site selectors are all different?

Hawkes – stated there are comprehensive site selectors, they could benchmark our site with others

Chenoweth – some sites are very detailed, we will be adding a resources section, another challenge to the site is that it must be detailed and someone must be available to do constant website changes to prevent having old content on the site.

Caldwell – will there be a utility rates page?

Knight – will the BP covenants be available?

Caldwell – do we say anything about the school system?

Nimm – will there be a search element?

Hawkes – noted he likes the site, it does the job of pre-sell, but questioned is there a point of contact?

Are there key questions and talking points if/when someone responds to the site? Will we get sharp on geographic and demographics? Will there be notes on the rail access point transportation piece? FAQ tab?

Caldwell – can we track who's hitting on site? Capture email?

Knight – flash drive or powerpoint connects?

Taylor – survey? Polling?

Knight – search words?

Chenoweth – we will build-in search engine optimization, will put in key words

Knight – next steps? Want to make sure we have press event to magnify introduction – press announcement in BP papers in WI & IL. Business Journal?

Chenoweth – we will send link out when second template is ready for Nimm to distribute

Knight – demographic profile?

5. Discussion on Budget & Available Funding Sources

Knight talked about the timing of our recruitment and marketing efforts noting that credit markets are tight. Press release when? Mailing when? Calling when? Focus = what we are doing locally. Package as major announcement and release at end of down-turn.

Caldwell – who will handle the kick-off?

Knight – do we know of a qualified PR Firm?

Hawkes – is there anyone at the University?

Caldwell – Nimm call UWW?

Knight – noted he has used a PR firm in Brookfield and asked if the Milwaukee Business Journal is our only source?

Caldwell – MJS, WI state Journal, IL Press

Knight – we need to figure out how to get the contacts to get the scoop, and is the goal to get the scoop? If so, then we must hire someone with access. Focus = magnify event, big article about WW. Include in budget for PR.

6. Discussion and Possible Action on a Direct Phone Marketing Campaign as Part of the 2009 Business Park Marketing Campaign

Knight asked what is the proposal to accomplish, what we have already started, and what is the timing? How do we announce this to the world? How do we get that message to them?

LK Marketing – noted they have pulled a list as they have free access from Dunn & Bradstreet – NAICS codes – came up with 1116 businesses of strong businesses – suggesting to use that plus cream of Andy's list to compliment the LK list. Could target the low-hanging fruit to start. Break-out into monthly increments, evaluate at end of each month, process of productivity. Bottom line = rate of billable not-for-profits @ \$30/hr = approx 20 dials. Using the equation, we can meet the budget. Strongly recommend having web live when we make the first call. Can re-tool as we go. If we are hitting stronger in one area, we can spend more time in that area.

Knight – did you actually go back and qualify/validate the University list?

LK – no

Knight – we need to use the established list, need to accept what we've done and not re-start. How can we use your best skill sets to find out where we are.

Nimm – requested that based on tonight's conversation, LK Marketing submit a proposal for the next regular CDA meeting. The proposal should include the number of expected calls, a price not to exceed, a timeline, and include a timeline for accepting the quote.

7. Discussion and Possible Action on Corporate Drive

a. Entrance Sign @ Howard Road & Landscaping

b. Ribbon Cutting Event

Nimm mentioned that the construction of the extension of Corporate Drive came in under bid and that she has asked if the entrance sign and landscaping at the entrance of Corporate Drive on Howard Road be paid for by TID 4. TID 4 will be paying for these two items. She is working on sign size and pricing with Rick Fasl (as they made the other two) and will work with Chuck Nass and KW Greenery on the landscaping. Nimm also suggested the ribbon cutting be held at which time the sign and landscaping are completed this spring.

8. Discussion and Possible Action on Business Park Development in Neighboring Communities

Knight noted that the Tech Park Board should Invite Mark Buher to talk to the Tech Park Board.

9. Future Agenda Items

Knight – Assist in Developing Business Plan & Marketing for the Tech Park @ CDA

Knight – UWW Rep to talk PR @ BPM, final budget, TID 4 to pay for

10. Adjourn

6:05PM

Respectfully Submitted,

Mary S Nimm – CDA Coordinator