

**MINUTES**

**Monday, February 9, 2009**

**4:30 PM – Second Floor**

**City Manager's Conference Room**

**Whitewater Municipal Building**

**312 W. Whitewater Street**

**Whitewater, WI 53190**



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**1. Call to order and roll call**

The meeting was called to order at 4:36PM

Committee Present: Al Stanek, Al Marshall, Jim Caldwell, Jeff Knight, Jeff Hawkes

Others: Bud Gayhart, David Zepecki, Mary Nimm, Mitch Grulke

**2. Approval of the Agenda**

Jim Caldwell motioned to amend the agenda (switching the order of items #3 & #4) and to approve the amended agenda. Marshall seconded.

Ayes: Stanek, Marshall, Caldwell, Knight, Hawkes

Nays: None

The motion to approve the amended agenda passed on a voice vote.

**3. Discussion on Website Development**

Nimm stated that she is waiting on feedback from the committee and CDA on the new website. Once she has received comment, she will pass those onto Chenoweth for final revision with the goal to bring the new site live in the next 30 days. One item that was noted by committee members is that the site might be lacking success stories.

Knight suggested that a comparison of the new CDA website be done against the IEDC award winning websites and a report be brought back to the CDA and to Chenoweth.

Caldwell suggested that an index of items for updating be created within the website for ease in staying current and updating the web site.

**4. Discussion and Possible Action on Media Campaign for Marketing of Whitewater Business Park**

Rod Hise, of Luminis Group Ltd, was phoned. Knight set the background for Rod as the CDA is having a new website developed, is planning a ribbon cutting for the extension of Corporate Drive, will be launching a recruitment campaign to include themed mailings and business-to-business phone calls in SW Wisconsin and Northern IL and would like to use a firm who specializes in business media campaigns like the Luminis Group. Knight noted that while the stories sometimes get a play in the Janesville Gazette and the Daily Jefferson County Union, they don't reach the target business markets in Madison, Milwaukee and Chicago.

Hise explained the process as starting with a committee conversation to include goals for the media launch and outcomes expected from the launch. The project could be priced as a per project price or on an hourly basis (approx 8hrs @ \$150/hr). There would be an intention to get the scoop in the business media but there would be a need to look at the markets and how the news will fit with the interest of the reporter in the target markets. With a series of events there will be a need for a thoughtful strategy and perhaps news releases over a series of time, or we can look at the events to determine if we have a unique angle. We need to determine if we have compelling and unique announcements and we need to make sure we talk to the right reporters. The reporters are selective about which announcements are newsworthy.

There will be a need for gathering the fundamental information before a draft of the press announcement can be made. There is a goal of raising the profile of the park and community. Perhaps there are two or three clear messages that can be driven through the media announcements.

Hise noted the normal response time for a media announcement in the daily news is within a few hours depending on the strength of the news and event.

Hise asked the committee again to consider the expected results of the campaign and noted that they must be clearly communicated. Key messages must be considered. The committee is to consider ways to hook into a current news trend, a trend that reporters are already interested in – how do we attach our news to the current “crisis”?

Hawkes reminded the committee of the need to reach out to site finders. Hawkes also noted that perhaps the intern could work on the information that falls under what site selectors want to see.

**5. Discussion on Business Park/Marketing Budget & Available Funding Sources**

There was a brief discussion on the estimates (to date) for the 2009 Marketing Budget. Nimm recalled the estimate to be in excess of \$20,000 and recalled the 2009 budget is approved at \$15,000.

Knight suggested the budget be revised, brought back to the committee and CDA and suggested that it be requested that TID 4 pays for marketing expenses in excess of the budgeted \$15,000.

**6. Future Agenda Items**

Knight – story on TID value for the community

Knight – updated 2009 Marketing Budget (to reflect cost estimates from the conversation with Hise)

Marshall – summary of the messages of the stimulus bill

Caldwell – launch date of new web site

**7. Adjourn**

The meeting adjourned at 5:50PM