

## Meeting Notes

**Date:** 1-11-10, 1 p.m.

**Location:** Room H, Rock County Job Center

**RE:** CORD Subcommittee Meeting—Planning for Ed Montgomery Visit

The following CORD Subcommittee members planning for the Ed Montgomery visit were in attendance: Bob Borremans, Katie Kuznacic, Eric Kuznacic, James Otterstein, Josh Smith, Mary Fanning-Penny, Gail Graham (came late) and Gregg Bosak (recording).

Bob started the meeting indicating we need to develop a structure for the Montgomery visit. He asked James if we could begin by presenting some of the appropriate economic development information already included in a prior presentation made. As James indicated, since that presentation was targeted to a specific audience, sections of it highlighting the current and future plans for transition could be included. The delineation between his information (economic factors) and our (CORD's) information (social factors) should be emphasized. We should also include supporting documentation but not include all of those details in the presentation. The consensus was that we need to be 'ahead of the game,' by showing how we've developed a private/public sector collaboration working toward a common outcome. All felt that 12 slides maximum would be appropriate.

James felt we should use the 'ledger' approach with columns A/B revealing the information. We could show that we're the only area of the state in unemployment that is above the national average. We could show: 1. Plant closings/vacancies (which could include gross numbers, facts such as 30 businesses have closed with 50 or more employees in the last two years, there is over 10 million square feet of vacant space available [1.5-2.5 million would be normal], and similar information); 2. Foreclosures/bankruptcies; 3. Unemployment figures and gross numbers. We also should reveal that there is a perception that the area is 'damaged,' creating a fragile psychological situation. Other supporting materials could include our double-digit unemployment figures over the past two years, the hesitancy of persons wanting to locate here, businesses with the ability to move from the area doing so, and the challenges this has created (e.g., caseloads for service providers, decreased economic activity, slow hiring, DWD challenges, fiscal stress, etc.).

We should also present proactive information—what have we been doing to address the problems?

The next slide could show the proactive collaboration efforts, the prioritized projects, resource allocation, gap analysis, communication (economic development information) and public/private collaboration.

The next slide could include specific examples and proposals.

The next slide could include specific requests. It needs to be a high-level slide with more details as needed. Our ask needs to include flexibility, creative solutions, perhaps changes in legislation (and interpretation of the current laws, regulations and processes), and perhaps present these as 'pilot projects.'

The amount of ask needs to be determined. It is believed that Lisa's ask was about \$5 million while Brad's ask in total was almost \$6-7 million. Bob thought for training dollars we may be looking at \$7-10 million. We also need to attempt to get the WIA regulations changed. The details could be included in the 'take away' materials.

The final slide(s) could contain Q & A and the next steps. James thought it might take 45 minutes to complete the 10-12 slides. Katie K. reported that she had not yet heard any feedback from the Governor's office—that most were only vaguely aware of the visit.

It was determined that the SWWDB staff will attempt to give the slide sequence some structure and determine who should be involved. Bob will play a major role in the presentation, especially at the start and end, with James presenting slide 2, James and Gail slide 3, Gail slide 4 and 5-8 whomever would be appropriate for those slides. Bob would do slides 9-10. We may want to send our proposed slide presentation to our federal legislators to obtain their reaction. It was felt that Lisa F. should do the foreclosure portion, and that we consider Scott Stocker and/or Marc Perry for a section. We also need to save time for the short Digital Nation video clip.

We should try to have many private sector persons in attendance, not to speak to show support. The CORD logo should be included on each slide plus there should be a carry away packet for Montgomery and a media packet. The location should be at the Job Center and if there's time at the end, provide a brief tour. Information from the various agencies should be funneled to Gregg. The SWWDB will try to have a rough outline by the end of next week to all committee members plus Lisa.

The meeting adjourned at 2:30 p.m.