



Winnebago County

*The Wave of the Future*

**INDUSTRIAL DEVELOPMENT BOARD**

**WEDNESDAY, SEPTEMBER 11, 2024 @ 1:00 PM**

**JAMES P. COUGHLIN CENTER, MEETING ROOM A  
625 E. COUNTY ROAD Y  
OSHKOSH, WISCONSIN**

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Meeting ID: 270 098 571 195

Passcode: gAi8eq (case sensitive)

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A Meeting of the Winnebago County Industrial Development Board Meeting Workshop will be held on Wednesday, September 11, 2024, at 1:00 PM at the James P. Coughlin Center, Meeting Room A, 625 E. County Road Y, Oshkosh, Wisconsin.

At this meeting, the following will be presented to the Board for its consideration:

**A. Call to Order**

**B. Approval of Minutes**

1. June 11, 2024 meeting minutes

**C. Business Items**

Action may be taken on any business items.

1. Introduction of Board Members
2. WORKSHOP - with Local Communities and Economic Development entities to Review the Policies and Procedures for the Winnebago County IDB Per Capita Grant Funding Program.
  - A. Overview by IDB Chair Frassetto
  - B. Discussion on Draft recommended policy revisions
    1. Policies
    2. Eligible and Ineligible Projects/Programs
    3. Procedures
    4. Public Comments
  - C. Other discussion and next steps

**D. Adjourn**

\*\*A quorum of the Aviation Committee, Highway Committee, Park View Health Center Committee, Planning & Zoning Committee, Personnel & Finance Committee, Information Technology Committee, Parks & Recreation Committee, and the Winnebago County Board of Supervisors may be present at this meeting.

*Upon request, provisions will be made for people with disabilities upon 24 hours prior notice to the Office of the County Clerk. Phone Number: (920) 232-3430.*

Winnebago County Industrial Development Board

Meeting Minutes from June 11, 2024 meeting

Room 119, David Albrecht Administration Building, 112 Otter Avenue, Oshkosh, WI

Board Members Present: Amber Hoppa, Tom Egan, Mary Anne Mueller, Frank Frassetto, Morris Cox, Nate Gustafson, Lucas Reinke, Sam Schroeder, Logan Fuller, Colan Tremel

Board Member Excused: Jon Doemel

Others Present: Jerry Bougie, Brian Noe, Ellen Skerke (virtual), Tricia Rathermel, Andrea Aurigue, Julie Rosenau

Secretary/Treasurer Amber Hoppa called the meeting to order at 3:00 pm.

1. Introductions: Board members introduced themselves.
2. Board action on election of officers: Chair, Vice Chair, Secretary/Treasurer.

Board Chair: Amber Hoppa requested nominations for Board Chair. Colan Tremel made a motion to nominate Frank Frassetto. Mary Anne Mueller seconded the nomination. Additional nominations were requested. Morris Cox made a motion to nominate Nate Gustafson. Tom Egan seconded the nomination. Discussion pursued. Morris Cox and Tom Egan withdrew their nomination of Nate Gustafson. Additional Nominations were requested, and none were received. Nominations were closed. Motion to elect Frank Frassetto as Board Chair for the next 1-year term passed 10-0.

Board Vice Chair: Board Chair Frassetto requested nominations for Board Vice Chair. Morris Cox made a motion to nominate Nate Gustafson as Vice Chair. Tom Egan seconded the nomination. Other nominations were requested, and none were received. Motion to elect Nate Gustafson Board Vice Chair for the next 1-year term passed 10-0.

Board Secretary/Treasurer: Board Chair Frassetto requested nominations for Board Secretary/Treasurer. Morris Cox made a motion to nominate Amber Hoppa. Motion was seconded by Nate Gustafson. Other nominations were requested, and none received. Motion to elect Amber Hoppa as Board Secretary/Treasurer for the next 1-year term passed 10-0.

3. Approval of minutes from March 1, 2024 meeting. Morris Cox made a motion to approve the March 1, 2024 minutes as presented. Amber Hoppa seconded the motion. Motion passed 10-0.

4. Public Comments on agenda items. Board Chair Frassetto requested comments from the public. No one from the public provided comments.
5. Board action on conducting meetings before 3 pm for the next two years. Mary Anne Mueller provided the Board with a summary of the County Board rule that requires each County Committee, Board or Commissions to unanimously approve having meetings before 3 pm every two years after each County Board election cycle. Discussion pursued. Tom Egan made a motion to conduct meetings at 1 pm for the IDB until the next County Board election cycle. Motion was seconded by Morris Cox. Motion passed unanimously 10-0.
6. Report on IDB Board history and current activities: a. Historical summary and mission statement; b. Revolving Loan Fund Programs; c. Per Capita Economic Development Grant Program. Jerry Bougie summarized the report and supporting information previously provided to the Board. He went over the history, bylaws, and mission statement of the Board, including past economic development loan and grant programs and the status of the Board's current economic development programs and funding. He summarized the Board's current Revolving Loan Fund programs and the status of the Local Per capita Economic Development Grant program. Jerry mentioned that the Board has previously been looking into potential revisions to the Local grant program to see if there are ways to make beneficial changes that would provide better efficiency, effectiveness, and fairness regarding the distribution and use of the grant funding. He indicated the Board had talked about inviting in local communities and economic development entities in the County to provide input and generate ideas/suggestions on the program's policies related to eligibility and methods of funding. Discussion pursued. The Board consensus was that the Board would proceed with a meeting in the latter part of August and invite in local communities and economic development groups to generate input and discussion on the grant funding program.
7. Next meeting date. Jerry Bougie will be polling the Board in July with optional dates for a meeting in the latter part of August. He will also be inviting in local communities and economic development groups in the County to the meeting.
8. Adjournment: Tom Egan made a motion to adjourn the meeting. Morris Cox seconded the motion. Motion passed 10-0. The meeting was adjourned at 4:01 pm.

Submitted by,  
Jerry Bougie, Recording Secretary

# Agenda Item Report



DATE: September 11, 2024

FROM:

AGENDA ITEM: WORKSHOP - with Local Communities and Economic Development entities to Review the Policies and Procedures for the Winnebago County IDB Per Capita Grant Funding Program.

## **General Description:**

The Winnebago County Industrial Development Board (IDB) awards annual Economic Development Grants to local communities and economic development organizations in the county on a per capita basis, and the recipient communities and organizations prepare and submit plan applications to request funds to assist in financing their local economic development efforts.

## **Action Requested:**

No action - for discussion purposes only.

## **Procedural Steps:**

Committee of Jurisdiction: Winnebago County Industrial Development Board

Meeting date: September 11, 2024

County Board: NA

## **Background:**

The IDB has been providing grant funding for local economic development programs and projects in the County since the early 1980s. The County Board provides funding to the IDB at budget time, which the IDB chooses to utilize to fund the grant program. The amount of funding has varied over time. In FY 2024, \$170,000.00 was budgeted for this purpose, which translated to just under \$1 per capita population. The economic development grant dollars are then distributed by the IDB to local governments and economic development organizations on a population per capita basis. Each town, city and village in the County is potentially eligible for the funding, or they can reallocate their funding share to another community or economic development organization in the County that has a viable economic development program, as described in the Program Policies.

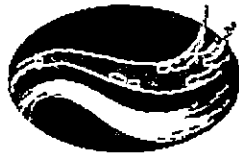
## **Policy Discussion:**

The Winnebago County IDB Per Capita Funding Program Policies and Procedures were last updated in 2012. The IDB's annual grants to local entities are designed to foster and assist local economic development efforts. However, some of the current policies and eligibility criteria may require updating to better utilize funding for economic development projects and opportunities in the towns, cities and villages, which currently

may be limited due to the current, partially outdated policy and eligibility structure of the grant program. The IDB will discuss objectives and strategies to update the program policies and eligibility criteria with the goal of improving the longer-term viability of the program. To this end, this meeting will include input from the local towns, cities, villages, and economic development entities in the County.

**Attachments:**

None



## Winnebago County Industrial Development Board

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### **Winnebago County IDB Per Capita Funding Program Policies & Procedures**

Approved by IDB on November 15, 2012

**Mission Statement:** Provide funding assistance to enhance local economic development efforts, programs, and opportunities that directly foster local job creation, increased income and increases to the tax base which collectively better the overall economy of Winnebago County.

#### **Policies:**

1. Funds allocated annually on a per capita basis to each community in Winnebago County. The level of per capita funding shall be determined on an annual basis by the IDB.
2. Communities may retain all or a portion of its allocated funds provided the community demonstrates to the IDB that it operates a viable economic development program. A viable economic development program shall be defined as:
  - a) a community that expends tax levy dollars for programs and professional staffing for economic development purposes.
  - b) a community that is a primary employment center in the county providing substantial employment opportunities for county residents.
3. Communities may reallocate all or a portion of their funding shares in the following manner:
  - a) to other communities that have demonstrated a viable economic development program as defined in #2 above.
  - b) to other economic development entities that benefit their communities and/or the county as a whole.
4. All allocations and reallocations of funds shall be approved by the IDB and meet the mission, policies, and eligibility requirements of the per capita funding program.
5. **Regional Economic Development Activities.** The IDB shall have the discretion to allocate a portion of per capita funding dollars to County and/or regional level economic development entities or activities.

### Eligible Projects/ Programs:

1. Brochures/Marketing Materials to promote economic development.
2. Seed money for economic development financing programs.
3. Studies directly related to economic development programs or projects.
4. Other Promotional activities such as booths at trade shows.
5. Interaction with business prospects through visitation.
6. Funding of administrative activities and positions specifically related to economic development. Detailed documentation shall be included indicating how the activities or position(s) are directly linked to economic development and the per capita funding program mission statement.
8. Membership dues for participation in recognized economic development organizations.
9. Other marketing and economic development efforts designed to enhance business and tourism growth.

### Ineligible Projects/ Programs:

1. Residential projects and programs.
2. Accessory (incidental) projects, such as signage, parking lots, maintenance, landscaping and other general site improvements.
3. Websites, unless specifically designed for economic development purposes.

*Note: All allocations of per capita funds are at the discretion of, and approved by, the Winnebago County Industrial Development Board.*

### PROCEDURES:

1. The County will mail out a Statement of Intent form (see attached copy) to all local communities in Winnebago County. This form describes whether your community intends to apply for the per capita funds **or** whether your community wishes to allocate your share to one or more nearby community(s) which operate a viable economic development program or to one or more economic development entities that benefit your community or the county as a whole.
2. Following the due date for submittal of the Statement of Intent, **the County will mail out a plan submittal request letter** to the communities indicating a desire to apply for per capita funds. This letter will include:
  - Any Communities that indicate a desire to allocate their funding share to your community via the Statement of Intent.
  - Total proposed eligible funding share.
  - Due date for plan submittal. The due date will be at least one (1) week prior to the next IDB meeting to allow the Board ample opportunity to review all plan submittals.

3. Communities that are viable economic development entities shall then **submit an expenditure plan** for the upcoming year which shall contain the following:
- Plan shall describe intended use of funds, including any proposed reallocations to other economic development entities.
  - Plan shall outline your strategy and objectives.
  - Plan shall outline your budget for the proposed project/ programs.
  - Plan shall also describe prior year's use of funds and documentation of tangible results.
  - Additional supporting information/ documentation may be attached.
- 
- Any plan submittal received after the designated due date, as outlined in the plan submittal request letter, may become ineligible for funding.
  - Plans shall be submitted by hand, mailed, faxed, or emailed to:

Jerry Bougie, IDB Coordinator  
Winnebago County Planning Department  
112 Otter Ave  
Oshkosh WI 54903-2808  
FAX: 920-232-3347  
EMAIL: [jbougie@winnebagocountywi.gov](mailto:jbougie@winnebagocountywi.gov)

4. Following receipt of expenditure plan submittals, the County will notify all eligible applicants of the next scheduled meeting of the Winnebago County Industrial Development Board where the plan submittals will be addressed for approval. *A representative from your community should be present at the IDB meeting to answer any questions by the Board regarding your community's proposal.*
5. Following IDB approval, communities are required to **submit an invoice** to Winnebago County for payment of the approved dollar amount. The invoice **MUST** indicate that the funds are for ***"IDB per capita funding allocations"***.



## Winnebago County Industrial Development Board

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### Winnebago County IDB Per Capita **Grant** Funding Program Policies & Procedures

Approved by IDB on November 15, 2012

**Draft Recommended Revisions September 2024**

**Mission Statement:** Provide funding assistance to enhance local economic development efforts, programs, and opportunities that directly foster local job creation, increased income and increases to the tax base which collectively betters the overall economy of Winnebago County.

#### **Policies:**

1. **Funding levels:** Funds allocated annually on a per capita **population** basis to each community in Winnebago County. The level of per capita funding **shall will** be determined on an annual basis by the IDB.
2. Communities may retain all or a portion of its allocated funds provided the community demonstrates to the IDB that it operates a viable economic development program. A viable economic development program shall be defined as **one or more of the following:**
  - a) a community that expends tax levy dollars **for programs and professional staffing** for economic development purposes.
  - b) a community that is a primary employment center in the county providing substantial employment opportunities for county residents.
  - c) **a community or group of communities that have an area or areas that have development potential due to its proximity or potential availability of key economic development features such as highways/transportation corridors, developable land areas, utilities (water, sewer, internet, etc), workforce/entry level housing, tourism related activities, other quality of life features, etc.**
3. Communities may reallocate all or a portion of their funding shares in the following manner:
  - a) to other communities that have demonstrated a viable economic development program as defined in #2 above.
  - b) to other economic development entities that benefit their communities and/or the county as a whole.
4. All allocations and reallocations of funds shall be approved by the IDB and meet the mission, policies, and eligibility requirements of the per capita funding program.
5. **Regional Economic Development Activities.** The IDB shall have the discretion to allocate a portion of per capita funding dollars to County and/or regional level economic development entities or activities.

### Eligible Projects/ Programs:

1. ~~Brochures/Marketing efforts Materials~~ to promote economic development, including print material, social media, interactions with economic development prospects, and other marketing and economic development efforts designed to enhance business, tourism and housing growth.
2. Seed money for economic development financing programs.
3. Studies directly related to economic development programs or projects.
4. ~~Other Promotional activities such as booths at trade shows.~~
5. ~~Interaction with business prospects through visitation.~~
4. Funding of administrative activities and positions specifically related to economic development. ~~Detailed~~ Documentation ~~shall~~ should be included indicating how the activities or position(s) are directly linked to economic development and the per capita funding program mission statement.
5. Membership dues for participation in recognized economic development organizations.
6. Workforce/entry-level Housing Projects/Programs/Studies
9. ~~Other marketing and economic development efforts designed to enhance business and tourism growth.~~

### Ineligible Projects/ Programs:

1. ~~Residential projects and programs.~~
2. Accessory (incidental) projects, such as signage, parking lots, maintenance, landscaping and other general site improvements.
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2. Following the due date for submittal of the Statement of Intent, **the County will mail out a plan submittal request letter** to the recipient communities or economic development entities indicating a desire to apply for per capita funds. This letter will include:
  - Any Communities that have indicated a desire to allocate their funding share to your community or economic development entity via the Statement of Intent.
  - Total proposed eligible funding share.
  - Due date and other instructions for plan submittal. The due date will be at least one (1) week prior to the next IDB meeting to allow the Board ample opportunity to review all plan submittals.

3. **Recipient** Communities ~~that are viable and~~ economic development entities shall then **submit an expenditure plan** for the upcoming year which shall contain the following:
- Plan shall describe intended use of funds, including any proposed reallocations ~~to~~ **from** other ~~communities, economic development entities.~~
  - Plan shall outline your strategy and objectives.
  - Plan shall outline your budget for the proposed project/ programs.
  - Plan shall also describe prior year's use of funds and documentation of tangible results.
  - Additional supporting information/ documentation may be attached.
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5. Following IDB approval, **recipient** communities/**economic development entities** are required to **submit an invoice** to Winnebago County for payment of the approved dollar amount. The invoice **must** indicate that the funds are for "*IDB per capita funding allocations*".