

Economic Development Marketing sub-committee meeting July 25, 2013

Present: Sennholz, Wolf, Olson
Absent: Hendler
Others: None

Olson called the meeting to order at 1:00 p.m. in MACCI conference room.

Wolf offered to chair this committee and report back to full City Economic Development Board.

No members indicated that they had a conflict of interest with anything on the agenda.

Attendees decided to focus on three of the five issues listed on the agenda as listed below and then schedule another meeting to address the remaining two.

Technology: Committee agreed that the mission for this issue is “How can we enhance economic development in Marshfield through improved technology costs and availability, giving us a competitive advantage”. Next steps identified include:

- Olson will get a copy of survey and responses from recent statewide “LinkWisconsin Broadband” initiative to determine if Marshfield should conduct their own community survey/assessment.
- Further discussion with Marshfield Utilities regarding the key role they might play in technology advancements.
- Olson will provide committee with copies of MACCI’s Technology Council assessment/survey from 2006 and actions completed.

Community Image: Discussed the slogan “The place (or city) to come back (or home) to” as we can encourage young people, retirees and others to come back to Marshfield.

- Sennholz mentioned Kalamazoo, MI incentive that pays for further educational attainment if students complete high school education first. Could we find a funder of a similar program to draw people to the community (additional ½% sales tax?).
- The image of a community is on-going and many of the projects EDB supports/spearheads will add to the positive outlook of the city.

CEO Network/Think Tank: While there is currently a CEO network coordinated through MACCI, discussion focused on how to enhance attendance and interest. Having a high powered speaker, steak feed, moving event to various locations, etc. were explored. Sennholz will further research a similar group in Medford and talk to some other CEOs for input. Committee also discussed the need to identify businesses going out of business or retiring to connect with local buyers to keep the business viable/local.

Next meeting will be scheduled the week of August 5th (TBD).

Meeting adjourned at 2:45 p.m.

Respectfully submitted,
Karen Olson, Business Development Director