

Don Merkes

From: Kip Golden [Kip.Golden@Miron-Construction.com]
Sent: Wednesday, February 06, 2013 2:32 PM
To: Chris Klein; Michael Taylor.; Stan Sevenich; Mark Langdon; Steve Krueger; Daniel Zelinski; Jim Englebert; Kevin Benner
Cc: Don Merkes
Subject: City of Menasha Common Council Members

I am writing to implore you to keep the City of Menasha funding in the Appleton Regional Partnership. We have a host of other municipalities that are investors in the initiative with two more (Brillion and Chilton) added in the past week. Some at first questioned the name but after realizing the reason behind it are more than ok with it. They fully support it as did our mayor at the press conference on Monday.

One of the strongest statements of why we need this partnership came from the Village of Kimberly at the press conference. As we all know they lost NewPage but what most don't know is that only around 70 of the 600 employees that lost their jobs reside in Kimberly. That means 530 reside somewhere else in our region. We win and lose as an entire region, not as individual municipalities.

So why the name? In my travels with the Chamber and my company it became apparent that the Fox Cities is not a known brand and never can be. This area has tried for years to make that our brand but it is not possible because it can't be found on a map. Now I understand the Fox Cities name has true meaning to all us here and always will but it does not to the national and international arenas we are competing in.

So why Appleton? They reason we used Appleton in the name is because they are our largest municipality in the partnership and can be found on a map. I don't understand it but I acknowledge that this does not sit well with some people. After living here my entire life I understand the barriers that many people put up between the municipalities. Quit honestly we need to put that aside and band together to get this job done. The best way to do that it to trust the experts in the economic development world and they are saying this is the best name for us to get on the radar of businesses looking to expand that are located in our area but not headquartered here and to attract new companies to this area.

Why not Menasha Regional Partnership? Well first we need to understand why Appleton and again that is solely because it is our largest municipality. It is a nationally recognized practice in the economic development industry to use the name of the municipality with the largest population as part of the entities name. Just think about it, what would be our reasoning to use Menasha? There is absolutely no solid reason to use Menasha? We use Menasha without any reasoning and other municipalities will be questioning why? We are using Appleton because it is the largest. Plain and simple. Showing preferential treatment to any particular municipality is not what we stand for and never will. It is only has a whole region coming together for one single cause will we succeed.

Linda Kennedy and I both are residence of the City of Menasha and sit on your RDA. I am Vice Chair and Linda is Past Chair of the Chamber Board. We would not endorse this name if we truly did not feel it was the in the best interest for the City of Menasha and the entire region. We need to stay the course and see this thru for the City of Menasha's future as well as the whole community. I hope you all can see this big picture and this bright future that we all will receive with this investment in this great initiative.

If you have any question or concerns, please feel free to give me a call at 920-886-7830

Kip N. Golden