

**Economic Development Committee Agenda**  
Tuesday, July 28, 2009 - 4:30 PM  
City Council Chambers - New London Municipal Building

1. Call to Order.
2. Adopt agenda
3. Guest speakers
  - a. Mike Hendrick – Greater Outagamie County Economic Development Corporation
  - b. Steve Dreger - Fox Valley Technical College
4. Industrial Park
  - a. Recommendation of sales agent
    - Meet with a local realtor to discuss ideas for marketing the industrial park.
  - b. Follow-up on last month's discussion: covenants, signage
    - Look at covenants from other communities (Hortonville and Waupaca)
    - Review suggestions from meeting with Stuart: airport signage
5. Update from Kent on visits to businesses and meetings attended
6. Follow-up items
  - a. Communication of city efforts
    - Hire reporter(s) to get the news out on committee actions
    - Mayor have an issues column, discussing topic and asking for reaction from public
  - b. Cluster analysis
  - c. Gap analysis
7. Discuss Business attraction and retention
  - a. This month start discussing ways we can attract businesses to New London.
  - b. Discuss approach for future meetings
8. Identify items for next month's agenda
  - a. Review time for meetings (4:30 doesn't work for everyone)
  - b. Guest speaker - Missy Porath
  - c. Future agenda items:
9. Other matters
10. Adjournment