

Unless specifically noticed otherwise, this meeting and all other meetings of this body are open to the public. Proper notice has been posted and given to the media in accordance with Wisconsin Statutes so that citizens may be aware of the time, place and purpose of the meeting.\*

**Economic Development Committee Agenda**  
Tuesday, August 25, 2009 - 4:30 PM  
Conference Room - New London Municipal Building

1. Call to Order
2. Adopt agenda
3. Guest speakers
  - Missy Porath and the Marketing Charter School, called DECA
4. Industrial Park - determine how to proceed with marketing the park
  - Meet with Sandy Fleese, Century 21, to discuss local realtors marketing the industrial park.
5. Communication of City efforts
  - Discuss committee reporting with John Faucher, editor of the Press-Star (email attached)
  - Discuss with Mayor possibility of writing an issues column, discussing current topics and asking for reaction from public
6. Review utility location map for the City downtown riverfront property (map attached)
7. Review City Administrator's April, 2007 Memo for marketing the City downtown riverfront property (memo attached)
8. Update from Kent on visits to businesses and meetings attended (memo attached)
9. Cluster and Gap analysis
  - Scheduled to discuss the gap analysis process with Bill Ryan, UW Extension at the September 29<sup>th</sup> Committee meeting

- Decide on an approach for involving classroom participation (high school, FVTC, Extension), to assist in such things as doing research and developing case studies
10. Industrial Park: covenants, signage
    - Input from broker on list of names of prospective buyers who did not come to NL and why they didn't come (email from Stuart attached) also review suggestions from meeting with Stuart: airport signage
  11. Discuss Business attraction and retention
    - Discuss ways we can attract businesses to New London.
    - Discuss approach for future meetings
  12. Identify items for next month's agenda
    - Review time for meetings (4:30 doesn't work for everyone)
    - Future agenda items:
      - Budgeting for economic development activities
    - Possible speakers: Peter Hensler, Economic Development Associates
  13. Other matters
  14. Adjournment

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WI 54961.