

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, September 29, 2009 - 4:30 PM
Council Chambers - New London Municipal Building

1. Call to Order.
2. Adopt Agenda.
3. Guest Speaker:
 - Bill Ryan of UW Extension, Madison office, discuss gap analysis
 - Review retail market analysis from 10 years ago (Summary attached)
4. Review Zoning for City Downtown River Front Property with Paul Hanlon. (See attached section 17.07-2 "District Establishment" regulations attached.)
5. Industrial Park - determine how to proceed with marketing the park:
 - Meet with Sandy Fleese, Century 21, to discuss local realtors marketing the industrial park and make a recommendation to City Council for a new listing contract
 - Update from Sandy on contacts with Hortonville businesses
 - Price of land - raise price, give back somehow?
6. Review City Administrator's abbreviated RFP for city riverfront property. (See "RFP Working Outline" attached)
7. Review waterfront group's report. (Report attached)
8. Signage for Industrial Park:
 - Input from Kent on cost and benefits of airport signage (See September 11th email attached.)
9. Update from Kent on visits to businesses and meetings attended. (See memo attached.)
10. Cluster and Gap analysis:
 - Decide on an approach for involving classroom participation (high school, FVTC, Extension), to assist in such things as doing research and developing case studies

11. Review 2010 budget for economic development. (Copy attached)
12. Guest Speaker (5:30-5:45 pm):
 - John Faucher, Editor of the *County Post East*
13. Discuss Business attraction and retention:
 - Discuss ways we can attract businesses to New London.
 - Discuss approach for future meetings
14. Identify items for next month's agenda:
 - Future agenda items:
 - Communication of City efforts
 - Discuss with Mayor possibility of writing an issues column, discussing current topics and asking for reaction from public
 - Possible speakers:
 - Peter Hensler, Economic Development Associates (9/16, confirmed attendance)
 - Dennis Russell, Area Development Manager, Department of Commerce (8/27 confirmed attendance)
15. Other matters
16. Adjournment

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