

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.\*

## **AGENDA**

### **Economic Development Committee Tuesday - August 24, 2010 - 4:30 PM New London City Council Chambers**

1. Call to Order
2. Adopt agenda
3. Industrial park issues
  - Update from Sandy Fleace on industrial park?
  - Market section of park with better soils rather than developed area?
4. Rita Thiel, President of Forward New London
  - Review Envision NL Strategic Plan Implementation
5. Updates
  - Kent: visits to businesses and meetings attended, status of RFP's
  - Update on Brooke Fitzgerald's progress
6. City owned billboard - use billboard to attract businesses to the city
  - Information on billboard:
    - Slogan:
      - NL: opportunity awaits you
      - 'Living on the Edge'
      - Brand statement (Grow NL) - 'I just visited NL and I want to go back because of the unique combination of natural resources and urban amenities'.
      - Why be anywhere else
    - Pictures of NL on sign
    - Website address
    - Telephone Number?
  - Cost of making change - budget for 2011?
7. Review progress on 2010 Economic Development committee workplan
8. Select activities and speakers for September
  - Guest speakers - Bobbi Miller, Fox Valley Workforce Development Board
  - Activities:
    - RFP decisions, downtown property
    - Progress on 20 business steps
9. Public comment
11. Adjournment

Kent Hager, City Administrator

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