

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 - May 26, 2015 – 4:30 PM New London City Council Chambers

1. Call to Order
2. Adopt agenda
3. Discuss Marketing Options and prepare a marketing plan for the City Brand, “We’ve Got It”.
 - Identify target audience
 - Identify and select the tools needed to reach the target audience YouTube, Facebook, Google, Instagram, print media and radio
 - Message we wish to convey (unique, compelling, and relevant)
 - What to promote (industrial park, existing buildings)
 - Groups to work with (Tuesday morning group, chamber, tourism, visitors, and existing businesses)
 - Resources needed to do the marketing (in-house staff, marketing director)
4. Update - Dennis Hilker – trucking business relocation
5. Kent: visits to businesses and meetings attended.
6. Select activities and speakers for June. July will be Dave Thiel, Waupaca County Economic Development Corporation to discuss the future of the Revolving Loan Fund Program.
7. Public comment.
8. Adjournment

Kent Hager, City Administrator

It is the policy of the City of New London to comply in good faith with all applicable regulations, guidelines, etc. put forth in the Americans with Disabilities Act (ADA). To that end, it is the City's intent to provide equal opportunity for everyone to participate in all programs and/or services offered, to attend every public meeting scheduled, and to utilize all public facilities available. Any person(s) in need of an alternative format (i.e. larger print, audio tapes, Braille, readers, interpreters, amplifiers, transcription) regarding information disseminated by the City of New London should notify the City 48 hours prior to a meeting, etc., or allow 48 hours after a request for a copy of brochures, notices, etc. for delivery of that alternative format. Contact ADA Co-Coordinator Paul Hanlon or Chad Hoerth by telephone through: (Relay Wisconsin) – 920/ 982-8500 or (Voice) – 920/982-8500 and in person/letter at 215 N. Shawano Street, New London, WI 54961.