

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, November 27, 2018 – 4:30 PM**  
**New London City Council Chambers**

1. Call to Order.
2. Adopt agenda.
3. Approve the October 30th minutes.
4. Update on mixed-use library proposal and the future schedule. Randy Stadtmueller
5. Visit with Tammie Clendenning, Lead Economic Development Specialist from the Milwaukee office of the Small Business Administration.
6. Review Kent's monthly activities memo, and goals.
7. Select activities and speakers for future meetings.  
Wendy Baumann – Women's Entrepreneurship Center
8. Public comment.
9. 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- Coordinators 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.

Economic Development Committee  
Tuesday, October 30, 2018 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, Asman, Travis Voight, and Emily Carothers

Also present: Mayor Henke, Administrator Hager, Jessica Beckendorf, Randy Stadtmueller, Betty Roberts, Tracey Johnson, Kathleen Davis, Ann Hunt, Sandy Liang, and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Zaug to adopt the agenda, approved. Steinhorst/Asman to approve the September 30th minutes. The motion was approved.
2. Randy Stadtmueller from Stadtmueller & Associates presented a written update regarding the mixed use development on the City river front property. Based on the most recent City Council action to proceed with planning for the mixed-use library project and development of the river front property, the following actions will have to occur: prepare and receive an award of a Wisconsin Housing and Economic Development Authority senior residential tax credit application, successful implementation of the library fundraising campaign, implement a tax increment financing district, prepare and successfully complete a residential town house and condominium development financial plan, prepare and successfully complete a commercial development financial plan, and prepare the master development site plan. The zoning for the area also has to be amended to accommodate the various planned uses. There was a discussion on the need for a possible referendum. It was determined that given how the project is proceeding, it is likely that a referendum is not required but that the question regarding a referendum would be further considered at the next Finance and Personnel Committee meeting. Randy will be proceeding with a series of public meetings to better inform New London residents of the proposal. A number of questions were addressed by Randy.
3. Jessica Beckendorf, Community Resource Development Educator with UW Extension gave a presentation regarding the attraction and retention of young people in our community. Jessica reviewed with the Committee a study that was undertaken by UW Extension that looked at several smaller communities in the state. The top communities who retain and attract younger people were focused on. One of those communities was Black Creek. They conducted eleven individual interviews of younger people in Black Creek. Each of the main reasons young people chose to live in the smaller communities centered on proximity, convenience, retail, traffic, housing and identity. Jessica went into detail regarding each of these topics. Jessica was thanked for her informative presentation. The committee will continue discussing the attraction and retention of young people in the New London area at future meetings.

4. A general discussion occurred on the implementation of the digital agenda format which has replaced our hard copied agenda packet. It was agreed that everyone will work with the digital packet and no hard copies will be distributed in the future.
5. Kent reviewed his recent activities. The billboard is in process. Both sides have been finalized and the Committee reviewed the artwork.
6. The next Committee meeting will be held on Tuesday, November 27, 2018 at 4:30 pm.
7. There was no public comment.
8. Motion by O'Connell and seconded by Asman to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 6:25 pm.

Kent Hager, City Administrator

# Memo

To: Economic Development Committee  
From: Kent Hager  
Date: November 20, 2018  
Re: Monthly Report for November

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The following items are attached:

- The New London Area Chamber of Commerce did not have a formal Board meeting in November but rather had the Annual Meeting which was held on Thursday, November 8<sup>th</sup>.
- The WCEDC Board did not have a meeting this month. Dave Thiel produced his Executive Director's Report where he highlights the New North's participation in the state-wide Inspire initiative. Also attached is the WEDC budget report for October and Dave's activity report for October.
- The Fox Cities Economic Development Professionals agenda for their November 15th meeting including their October meeting minutes.

The following is a summary of activities for the month:

1. I attended the Waupaca County Economic Development Corporation Executive Committee meeting. We worked on the 2019 budget. Given the loss of Revolving Loan Fund Administrative funding, the private sector will be approached to rejoin the funding effort for the WCEDC. The amount of the loss is approximately \$20,000.
2. Once our local Revolving Loan Fund program is closed and we partner with Waupaca County, we will be receiving approximately \$200,000 of Community Development Block Grant funds back. These funds are federal funds and come under the full weight of CDBG regulations. The money is intended to principally benefit low and moderate income people. I spent some time reviewing eligible activities that may be undertaken with the funds. We will be looking for eligible activities to utilize the money on.
3. Dave Morack, Judy, Ann Hunt and I participated in a phone conference with Randy, Scott from Horizon and Phil Cosson. Again, timing is critical. Horizon needs some

additional financial incentive funding in order to make their application score high. Fund raising efforts are underway and a determination needs to be made soon on how successful this undertaking will be. As we progress, I find that the option of slowing the process down and applying next year to be a more viable alternative than proceeding as we are. A decision about this has to be made very soon as Horizon is getting ready to commit their own funds and time to make the December 14<sup>th</sup> application deadline for the tax credit housing application. Horizon also has modified the plan to not only have 36 senior housing units over the library, but also 6 large-family, three bedroom townhomes as part of the project for scoring purposes. More on this as it develops.

4. On Monday, November 19<sup>th</sup> it was unanimous; the Horizon tax credit application will be postponed until next year.
5. I attended the Capital Projects and Equipment Committee meeting. All is proceeding well.
6. I attended the Fox Cities Economic Development Professionals meeting in Appleton. Considerable discussion occurred regarding the Kimberly Clark situation and the status of the state proposed incentive offer in the legislature. The concern is that if the state loses the Cold Spring facility in question that the entire Kimberly Clark North American Headquarters may be in jeopardy. The Headquarters employs 3,200 people. All were encouraged to reach out to our state legislators to encourage them to support AB963 in the Senate. Our featured speaker was Michelle Schuler from Microsoft. She addressed the Microsoft TechSpark Wisconsin program. We are one of six areas in the United States to be selected to participate in the program. That may have something to do with the fact that the CEO of Microsoft is from Appleton. Anyway, a very innovative undertaking.
7. I attended the Tractor Supply open house. They are a new great resource for our community and this area!
8. Riverside Tool and Carbide paid off their revolving loan fund. Congratulations to them!
9. I attended a meeting to review the status of the Klatt, County W, Beckert, Ceadhurst road intersection meeting. Representatives from the School District were present along with Waupaca County and our engineering firm. Chad will be following through with this.
10. I have an email into Colortech to get an update on where we stand with the billboard.
11. I know Chad will address this. I received a resignation letter from all four of the ladies that volunteer at the food pantry. Given Kim's retirement, they determined that now is a good time for them to move on as well.
12. I received a drawing from Carl Romenesko's consultant that identifies no wetlands on the property he is proposing to subdivide.

13. I received a call from a local individual that wanted to talk about “incentives” available for acquiring the former Huntington Bank. After my visit I had Dave Thiel contact him. Given that the proposal was largely a speculative real estate investment; no real incentives can be brought into play. I also had Adam from Keystone Appraisal contact the individual in question as he had some concerns on how the taxable value of the property will be adjusted upon sale. Adam made a quick and thorough reply to the question.
14. I had previously drafted a letter that the Mayor started to Governor Walker regarding the Hwy 15 project. I will be re-working the letter given that we will have a new governor come January.
15. I attended a special Planning Commission meeting held on Thursday morning, November 8<sup>th</sup> at 7:30 am. The change in zoning to allow a Planned Unit Development overlay for the river front property was reviewed and approved.
16. The City had a nice turnout for the Chamber of Commerce Annual Meeting on Thursday, November 8<sup>th</sup>.
17. I understand that Phil Cosson from Ehlers received a promotion. Phil has been our “go to” guy with Ehlers for over 20 years. Phil is now the Chairman of the Board for Ehlers, Wisconsin. He is replacing Mike Harrington upon Mike’s retirement. Congratulations Phil!
18. I had the engineers at AECOM proof my email to the DNR telling them that we are not going to test the two wells and the ditch that are located on the other side of the new fence on the Morack property. I sent the email in and the DNR acknowledged receipt and noted that it was being forwarded to Sally Hronck, DNR Engineer and to Jackie Marciulionis, Hydrogeologist.
19. Our offer for the property that use to be the site of the Wolf River Theatre was countered at nearly \$40,000. After checking with the Mayor, I told Earl to decline the counter offer and make no other offer at this time.

# **Waupaca County Economic Development Corp. Executive Director's Report - October 2018**

One of the challenges during the past decade has been how to connect our students with our businesses. This issue has taken on more urgency as the demographic changes have moved from concerning to crisis. The WI Economic Development Corporation (WEDC) has been working on developing a platform that can meet this challenge and can be implemented across the entire state. The plan is to deploy that platform regionally, through the seven, regional economic development organizations that cover Wisconsin. In our area, that regional economic development organization is New North. As you may remember, Terri Schulz of the Waupaca Area Chamber of Commerce was a board member for New North, basically since its inception until she left this past June. I have been the NEWREP representative on New North's Board of Directors for the past three years (and will continue to serve on their Board until I retire in 2021). Below is the press release from New North which outlines the Inspire program/platform that will be deployed statewide to deal with the challenge of connecting businesses and students.

## ***New North Joins Inspire Wisconsin Network to Give Local Students, Educators More Opportunities for Career Exploration***

*NEW NORTH, October 11, 2018 – Local public-school students will have access to additional career development and mentorship tools starting as early as sixth grade in a platform that directly connects local employers to students, thanks to a new statewide collaboration. Area school districts and those throughout the state have been using a web-based platform called Inspire to connect area businesses to their future talent pool through online profiles, virtual career coaches, and career-based online learning activities for students and educators. New North is one of nine regional economic development organizations taking part in a new collaboration that will enable local students, educators and businesses to connect with each other regardless of their location around the state in a secure, web-based environment called "Inspire Wisconsin." That means many area students and educators will have access to the following resources statewide:*

- More than 1,600 career coaches*
- More than 1,200 company profiles*
- Nearly 5,800 work-based learning activities*

*"We are excited about this partnership with the Wisconsin Economic Development*

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# Waupaca County Economic Development Corp.

*Corporation and for what the regional Inspire platform can mean to our region in the near future,” said Jerry Murphy, executive director of New North, Inc. “We appreciate the support given to New North and the other regional economic development organizations in the state to provide this tool to educators.” “For the last few years, we have seen the positive impact Inspire has had at the local and regional level in engaging students and educators with area businesses,” said Tricia Braun, deputy secretary and chief operating officer of the Wisconsin Economic Development Corporation (WEDC), which is providing funding to expand Inspire statewide. “This collaborative effort among New North and the rest of the state will build upon that success by providing students with even more resources and real-life experiences as they consider their career options.”*

*Developed by Xello (formerly known as Career Cruising), Inspire helps educate students, educators, parents and job-seekers about the current and projected talent needs of local companies. It also provides an opportunity for employers and communities to enhance existing work-based learning and career-readiness programs by making it easier for students to engage in opportunities best aligned with the careers and career pathway areas of interest. In many regions, Inspire is being planned to increase engagement between businesses and students in several ways, including interactive messaging with local professionals, job shadowing, interviewing opportunities and internships. Organizations within the New North region that are actively engaged in Inspire include Inspire Sheboygan County, the Door County Economic Development Corporation and CESA 8.*

*For years, Wisconsin employers have expressed the need for ways to connect more seamlessly with their future workforce. Inspire addresses that need by aligning career exploration and occupational information with real-time data on local employers, their needs and the opportunities they offer young people to get experience in their industries. At the same time, Inspire supports the development of robust career pathways and the Academic and Career Planning (ACP) system that all Wisconsin public school districts implemented in 2017-18. Inspire integrates employer profile information, career-based learning opportunities and access to volunteer online career coaches directly in the ACP system. Inspire eventually will be available to all Wisconsin public school students in grades 6 to 12 and to some technical colleges.*

New North has put together a working group of professionals from NE WI that have been involved with the Inspire platform, as well as working on the challenge of connecting students to businesses. This group has produced a plan that New North will follow to implement Inspire throughout the region. That plan will be introduced to the region at the upcoming New North Summit in Appleton at the Fox Cities Exhibition Center on December 6<sup>th</sup>.

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October 2018 Budget

Revenues	2018 Budget	August	September	October	Year-To-Date
Waupaca County	\$ 52,410.00			\$ 13,102.50	\$52,410.00
WCEDC Member Communities	\$ 22,145.00	\$ 6,069.00			\$22,145.00
Interest Income	\$ 10.00				
RLF Administration Income	\$ 20,000.00				\$7,620.35
Fund Balance	\$ 4,811.00				
Refund Income					\$16.99
Stakeholders Meeting	\$ 2,000.00			\$ 2,803.25	\$2,803.25
<b>Subtotal-Operating Income</b>	<b>\$ 101,376.00</b>	<b>\$ 6,069.00</b>	<b>\$ -</b>	<b>\$ 15,905.75</b>	<b>\$84,995.59</b>
Marketing Cooperative*	\$ 50,000.00	\$ 600.00	\$ 600.00		\$45,150.00
Retail RLF*	\$ 2,233.28	\$ 362.86	\$ 45.00	\$ 45.00	\$1,616.62
Job Fair*	\$ 2,000.00				\$2,688.00
<b>Total Income</b>	<b>\$ 155,609.28</b>	<b>\$ 7,031.86</b>	<b>\$ 645.00</b>	<b>\$ 15,950.75</b>	<b>\$134,495.21</b>
<b>Expenses</b>					
Executive Director Salary	\$ 72,604.00	\$ 6,050.33	\$ 6,050.33	\$ 6,050.33	\$60,503.30
Taxes	\$ 5,556.00	\$ 462.85	\$ 462.85	\$ 462.85	\$4,628.50
Retirement	\$ 4,800.00	\$ 400.00	\$ 400.00	\$ 400.00	\$4,000.00
Health Insurance	\$ 7,096.00	\$ 591.36	\$ 591.36	\$ 591.36	\$5,913.60
Executive Director Expenses	\$ 5,000.00	\$ 268.39	\$ 398.19	\$ 322.84	\$3,965.49
Office Expense	\$ 250.00	\$ 67.51			\$196.31
Office Phone	\$ 350.00	\$ 19.97	\$ 19.96	\$ 19.96	\$199.36
Cell Phone	\$ 720.00	\$ 60.00	\$ 60.00	\$ 60.00	\$600.00
Postage	\$ 75.00				
Subscriptions	\$ 1,000.00	\$ 94.00	\$ 50.00	\$ 169.84	\$674.33
Insurance	\$ 1,400.00				\$1,179.00
Training/Conferences	\$ 325.00		\$ 75.00	\$ 250.00	\$825.00
Marketing & Advertising	\$ 1,200.00		\$ 403.00		\$1,548.99
Stakeholders Meeting	\$ 1,000.00			\$ 2,936.93	\$2,958.68
Board of Directors Meetings			\$ 71.74		\$221.74
<b>Subtotal Operating Expenses</b>	<b>\$ 101,376.00</b>	<b>\$ 8,014.41</b>	<b>\$ 8,582.43</b>	<b>\$ 11,264.11</b>	<b>\$87,414.30</b>
Marketing Cooperative*	\$ 50,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$30,121.64
Retail RLF*					
Job Fair*	\$ 2,000.00				\$3,496.64
<b>Total Expenses</b>	<b>\$ 153,376.00</b>	<b>\$ 11,014.41</b>	<b>\$ 11,582.43</b>	<b>\$ 14,264.11</b>	<b>\$121,032.58</b>
<b>Account Balances</b>					
Checking Acct. (As Of 9/30/18)	\$ 13,227.02				
Checks Written	\$ 11,264.11				
Deposits	\$ 15,905.75				
Bank Service Charges (Checks)					
Checking Acct. (As Of 10/31/18)	\$ 17,868.66				
4 CD's (As Of 9/30/18)	\$ 21,197.15				
Marketing Cooperative (10/31/18)	\$ 18,580.86				
Retail RLF (10/31/18)	\$ 25,057.91				
Job Fair (10/31/18)	\$ 5,412.44				

\*Does not count toward operating income and expenses.

# **WAUPACA COUNTY ECONOMIC DEVELOPMENT CORP.**

## October 2018 Activities

- Prepare/Send federal & state payroll taxes.
- Prepare/Send municipal & county monthly reports.
- Meeting with consultant for the Waupaca County Marketing Cooperative in Clintonville.
- File Federal Quarterly 941 Form.
- Discussion with City of New London Finance Committee regarding CDBG CLOSE Program.
- Attend Governor's visit to Deluxe Plastics in Clintonville.
- Attend Marion City Council meeting to discuss CDBG CLOSE Program.
- WCEDC Executive Committee conference call regarding Workforce Summit & Marketing Cooperative.
- Work on Marketing Cooperative presentation for Workforce Summit at Masonic Center in Manawa.
- Prepare information and conduct NEWREP Board of Directors conference call meeting.
- Attend and present at Waupaca County Workforce Summit at Masonic Center in Manawa.
- Attend Central Wisconsin Veterans Small Business/Economic Development Roundtable in Waupaca.
- Attend Hwy 41 Initiative; Management Steering Committee meeting.
- Attend County Board meeting at Courthouse.
- Meet with Waupaca County Veterans Service Officer to discuss entrepreneurship.
- Attend FVWD One Stop Committee meeting in Oshkosh.
- Strategic planning discussion with Waupaca County Marketing Cooperative consultant and Waupaca County Planning & Zoning Director.
- Business expansion meeting with WI Economic Development Corporation with manufacturer in Clintonville.
- Attend FVTC Advisory Committee meeting in Waupaca.
- Attend/Conduct NEWREP Membership meeting in Appleton.

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Economic Development Professionals

# Fox Cities Economic Development Professionals

## MEETING NOTICE & AGENDA

### Professionals in Economic Development

Cities of:

- Appleton
- Brillion
- Chilton
- Kaukauna
- Menasha
- Neenah
- New London

Towns of:

- Buchanan
- Clayton
- Grand Chute
- Greenville
- Harrison

Villages of:

- Combined Locks
- Fox Crossing
- Hortonville
- Kimberly
- Little Chute
- Wrightstown

Counties of:

- Calumet
- Outagamie
- Winnebago

East Central Wisconsin

- Regional Planning Commission

Fox Cities Chamber of

- Commerce & Industry, Inc.

Fox Cities Convention

- & Visitors Bureau

Fox Valley Technical College

- Fox Valley Workforce Development Board, Inc.

Future Neenah, Inc.

- Heart of the Valley Chamber of Commerce

Kaukauna Utilities

- UW-Extension

- Outagamie County

UW-Extension

- Winnebago County

WE Energies

- WEDC

WPPI Energy

- DATE:** Thursday, November 15, 2018
- TIME:** 12:00 p.m. – 1:30pm
- PLACE:** Fox Cities Regional Partnership  
125 N. Superior Street, Appleton WI 54911
- LUNCH:** Lunch available for \$10.00 each. Please RSVP to Brad Schmidt at [bschmidt@ci.neenah.wi.us](mailto:bschmidt@ci.neenah.wi.us) **NO LATER THAN 12:00 PM ON Tuesday, November 13th.** Indicate if you are attending *and* wish to buy a lunch

1. **Call to Order/Introductions**
2. **FCEDP Organizational Business**
  - a. Treasurer’s Report
  - b. Consent Agenda Items:
    - i. Minutes from October 25, 2018
  - c. Nominations and Elections for Officer Positions
    - i. Vice-Chair
    - ii. Secretary
    - iii. Treasurer
3. **Host Presentation**
  - a. Fox Cities Regional Partnership
4. **Professional Development**
  - a. Guest Speaker – **Microsoft’s TechSpark Wisconsin – Michelle Schuler**
5. **Collaborating to Advance our Economy**
  - a. Standing Reports of Aligned Partners
    - 1.Fox Cities Regional Partnership (Peter/Jennifer/Beth)
    - 2.Fox Cities Convention and Visitors Bureau (Pam)
    - 3.NEWREP (Mary/Peter)
    - 4.Fox Valley Workforce Dev. Board (Bobbi)
    - 5.Heart of the Valley Chamber (Kelli)
    - 6.WEDC (Naletta/Jon)
    - 7.NEWERA (Linda)
    - 8.ECWRPC (Tom)
    - 9.New North (as available)
6. **Networking Initiatives**
  - a. Member updates
7. **Call to Action**
  - a. Next Meeting: December 20th – Fox Valley Technical Collage
8. **Adjourn**

“Building relationships, advancing communities.”

**FOX CITIES ECONOMIC DEVELOPMENT PROFESSIONALS  
BOARD MEETING**

City of Menasha  
October 25, 2018

**1. Call to Order/Introductions**

Chair Schmidt called the meeting to order at 12:00 PM.

**2. FCEDP Organizational Business**

A. Treasurer's Report:

B. Consent Agenda:

- I. Ms. Stage made a motion to approve the consent agenda and Mr. Patza seconded the motion. Motion passed unanimously.

**3. Chairman's Report**

A. Regional Economic Development Taskforce Update

- I. No updates to report. Chair Schmidt indicated that he would like to reconvene the group to continue discuss ways of improving the partnership.
- II. WPS is offering a registration discount for FCEDP members to attend the Workforce Development Conference at Lambeau Field on November 7<sup>th</sup>.
- III. FCEDP elections are coming up in November and members can run for the Vice Chair or Secretary. Chair Schmidt asked if any members were interested in being nominated or nominating others for these positions.

**4. Host Presentation**

Sam Schroeder, Community Development Director for the City of Menasha, provided an overview of economic development activity in the City of Menasha. A Downtown Vision Plan was adopted in the spring of 2018. City is working to create a corridor study to help connect the Loop the Little Lake Trestle to Downtown Menasha via Water Street. Following the fire to the historic Brinn building on the corner of Main Street and Tayco Street, the City agreed to purchase the building the demolish it. The site would then be marketed for a mixed use development. The City has 10 active tax incremental districts.

**5. Professional Development**

John Weyenberg of Fox Cities Habitat for Humanity gave an overview of the organization's vision and mission. Ryan Roth, program manager for Habitat's Rock the Block, discussed the history of the Rock the Block program and how it began 3 years ago in Appleton around the former Pierce Manufacturing facility neighborhood. Mr. Roth showed a video highlighting the efforts done in this neighborhood and some of the outcomes. Mr. Roth then discussed the impact of Rock the Block. Specifically, Rock the Block has assisted in 300 projects, impacted 4,212 residents, and leveraged the efforts of 4,000 volunteers. The program offers \$3,000 for general repair (\$7,500 for roof and window replacement and asbestos removal) for qualified residents. Rock the Block will do a City-wide events in Brillion in the spring of 2019 and a City of Menasha neighborhood in Summer/Fall of 2019.

**6. Fox Cities Regional Partnership Update**

Peter Thillman discussed several items of interest the Partnership is currently working on. First, the Partnership is assisting in an event to bring Milwaukee-area developers to the Fox Cities to discuss opportunities in Northeast Wisconsin's Opportunity Zones. The event will be held on November 27<sup>th</sup> from 4:00-6:00PM. The location of the event is not known at this time. Peter indicated that Kimberly Clark has agreed to postpone their request on the tax credits until after the November election. Peter encouraged the group to reach out to their state representatives to encourage them to vote for the bill.

Becky Bartoszek, President/CEO of the Fox Cities Chamber of Commerce, introduced herself and discussed her background. She stated that economic development is a passion of hers. She also said that she will be working on restructuring the economic development arm of the Chamber.

**7. Collaborating to Advance our Economy**

Fox Cities Convention and Visitors Bureau – Pam Seidl shared that the Wisconsin Towns Conference will be held at the Fox Cities Exhibition Center in 2020 and 2022.

Fox Valley Workforce Development Board – Bobbi Miller wanted to remind the group that unemployment in Wisconsin continues to be below 5%. Full employment is defined as 5% unemployment and Wisconsin has been at full employment for 3 years. For this reason, companies continue to struggle attracting new talent.

WEDC – Jon Bartz indicated that Fab Lab applications are now being accepted. Naletta Burr reminded members that Idle Sites and Community Development Investment grants were running out of funding for the current fiscal year.

**8. Networking Initiatives**

**9. Call to Action**

The next meeting will be Thursday, November 15, 2018 at the Fox Cities Regional Partnership in Appleton.

**10. Adjourn**

Ms. Stage made a motion to adjourn the meeting, Mr. Rehbein seconded the motion. Motion passed unanimously.

The meeting was adjourned at 1:15 PM.

## **Economic Development Goals: 2018, As of November**

### **Goal – Actively assist local businesses to succeed and grow**

1. Survey existing retail businesses in New London. Determine if there is anything the city can do to help existing businesses and how we can work together to promote NL and their businesses

(Ongoing activities)

- Update list of businesses. A list of businesses in the City was previously distributed to the Economic Development Committee. The list was taken from New London Utilities list of business accounts.
- Update the list of topics to be covered with each business (business plan, suppliers, problems, issues with city services, etc.) Other topics include: How is your business doing? What challenges and Opportunities to you face these days? Is there anything the City can do to assist you? Are you satisfied with the services you receive from the City? Is there something the City can do differently to make your business more successful?
- Update the business guide, listing local businesses that provide products and services needed by businesses (accounting, insurance, banking, legal, advertising and promotion, business plan preparation). The update was completed.
- Give copy of business guide to new (and existing?) businesses. Ask for feedback on guide. Between the City and the Chamber, the guide is distributed.
- Identify new businesses as they begin to be established.  
Monitor building occupancy (Paul Hanlon). Paul and I review this topic almost daily.  
Encourage banks, insurance agencies, realtors, et al. to inform us of new businesses, then identify/establish 'contact points' for each. This is accomplished periodically. There are confidentiality matters involved.  
Follow up with a 'welcome letter' and copy of the business guide. The letter was completed and distributed to the Committee.
- Work with April and the Chamber to set up a schedule for meeting with existing businesses, send out surveys to local businesses or invite local businesses to meet with economic development committee. Ongoing.
- Follow up with businesses that leave town.  
Conduct exit interviews if businesses leaving New London to determine what caused them to leave. As you can well imagine, this is a hard goal to accomplish. In my experience a business closes for one of the following reasons: little or no business experience, unrealistic business plan, a lack of demand, or the death or a serious health issue with the owner. As far as I know, a business has never closed due to an issue that the City could influence.  
Review current policies to see if they encourage home business. We have zoning regulations concerning home based businesses. Home based businesses are allowed to the extent that they do not disturb the residential character of the neighborhood. There are a lot of computer based home businesses. Where you get

into trouble is when the business generates noise or traffic. The Planning Commission has considered this matter further.

Find ways to identify existing home based businesses Contact business, invite them to meet with city. They are hard to identify when they typically don't want to be found.

2. Monitor the status of the Northpoint Properties, Inc. subdivision by Jeff Handschke. This matter has been resolved for the time being with the recording of a prohibition on sale of lots without completion of the subdivision improvements.
3. Continue to participate in an advisory capacity with the Chamber of Commerce Board of Directors. I enjoy my time working with the Chamber and their Board of Directors. I don't believe there is anyone else who has served on the Board as long as I have.

**Goal: Attract new businesses to New London**

1. Identify potential entrepreneurs

Work with education institutions to promote entrepreneurship (grow local entrepreneurs)

New London High School

- Recruit students to serve on economic development committee. This was accomplished by the Committee.
- Send letters congratulating seniors involved with School of Enterprise Marketing. We have done this in the past and need to do so with the current graduation class.
- Support Career Readiness programs. Coordinating with the area Economic Development Corporations on this topic including internships and career/job fairs.
- Support Pitch event. The Waupaca County Economic Development Corporation assisted with the event.

Fox Valley Tech

- Partner with FVTC to assist recruitment and training of NL businesses. This is ongoing. We try and promote FVTC any way we can.
- Work with Amy P. to host session in New London. We have hosted several FVTC events here in the City and Amy is well aware of our willingness to act as a host for other events. Currently we were selected to be host to a FVTC starting a new business class.
- Research and develop ways to communicate invitations to students to visit New London. This topic could use some more attention.
- Participate in networking session if invited to participate (Bill B.)

Support and encourage involvement in business contests (Governor's contest, New North, e.g.) Both the City and the Chamber do as much as we can. Unfortunately, there is a lot of apathy.

Identify supply chain possibilities with visits to existing businesses.

Communicate with existing businesses to identify suppliers, and then encourage suppliers to move some of their operations to New London.

This is a topic during visits.

Work with SBA leaders from Stevens Point and Oshkosh – invite to meeting, host counseling sessions in NL, advertise on channel 990.

2. Support regional efforts to attract new or existing businesses to New London.

Continue to participate in both the Outagamie County and Waupaca County economic development organizations. This is an ongoing activity.

Help implement the digital marketing program and work with Bill Zeinert to create and use promotional material. This is an ongoing activity.

Research, develop and cultivate relationships among area, regional and state press/media representatives for opportunities to advance, promote and market New London to publics within the Fox Valley, State of Wisconsin and beyond, including writing articles for newspapers and magazines, promoting New London and inviting ideas for economic development (e.g. Kathy Gwidt for the New London School District, Chamber member Jeannie for her business). This topic can use some more attention.

3. Communicate with developers regarding possibilities, opportunities and challenges for development in New London. I try and stay in contact with our local development community. Their development decisions are driven by private economic gain. We play a role as the incentives we offer make it easier for the private economic investment decision to happen.

4. Monitor what other communities are doing to encourage economic development.

- Review city websites to review economic development efforts Example - Milwaukee's bizstart, Kaukauna's business financing workshop, Appleton's InDevelopment session. See a
- Talk to other community leaders to see how other communities are attracting business. As we all know now, it is about keeping an attractive community to retain our employees and attract new employees rather than attracting industry. In general, we are doing much more than any other community I have ever talked to. Other than the areas of historic preservation, Main Street, or a downtown improvement district, we are undertaking more economic development initiatives than any other similar sized community that I can find.
- Attend meetings and conferences where best practices are discussed. Review Kaukauna's business financing workshop -Review Appleton's InDevelopment session - including sessions on government financing, public-private partnerships. See attached. I participate where appropriate. Research what other communities are offering as incentives to attract new businesses. One word "TIF." Or should I say "cash?"



**Goal: Market city properties, including the industrial park, river property and garage site**

1. Develop a concept plan and a market study for the sites
  - Work with Randy to market riverfront property
  - Industrial park?
2. Continue efforts to market New London
  - Select best media to use (radio, billboard, cable 990, TV, bathroom billboard, newspaper ads and articles, magazine, internet - city website, County marketing website, you tube, Facebook, other social media, podcasts
3. Continue to implement the downtown river front building improvement grant program.

Survey  
June, 2018

Winneconne. Mitch Foster, City Administrator. As for economic development we have an Industrial Development Committee that handles that arena and we contract with Greater Oshkosh Economic Development Corp for services to help me out. Other than that, it is all on me for the most part as our Chamber is not active.

Hortonville. Diane Wessel, Village of Hortonville. They have an Economic Development Committee that is composed of local business people and I believe is appointed by the Village Board. The Committee is not active on a regular basis but is called upon occasionally. They review and act on their commercial façade loan program. They also review TIF matters. All other economic development activity is handled by the Village Administrator.

Waupaca. Henry Veleker, City Administrator. Waupaca has a full-time position that doubles as a Community Development Director/Economic Development Director. They use to have an Industrial Development Commission, but no longer. Their Chamber of Commerce also plays a larger roll with economic development.

Kaukauna, Bob Jakel, Director of Planning and Community Development. Periodically the City coordinates with their Downtown Business Association and Chamber of Commerce to sponsor a business financing workshop. The Business Association is not a formal organization. Their Chamber is a regional entity and represents eleven different area communities. Kaukauna also has a Redevelopment Authority, but here again; it is not real formal but is used as needed mostly for TIF matters. Historic Preservation Tax Credits play a role in their community. The Kaukauna Planning and Community Development Department plays the role for economic development matters. They have two planners, an administrative assistant and Community Enrichment Coordinator. Their Community Enrichment Coordinator runs their farmers market, their hydro park concert series, and a number of other community events. Their Chamber represents multiple areas. They have a revolving loan fund, but they will be dissolving it.