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AGENDA
Economic Development Committee
Tuesday, October 29, 2019 – 4:30 PM
New London City Council Chambers

1. Call to Order.
2. Adopt Agenda.
3. Approve September 24, 2019 minutes.
4. Sandy DuFrane- real estate update
5. Seasons Polsin – Arts League proposal to paint back of buildings
6. Riverfront development update- RFP for Developer
7. WEDA update
8. Review Committee's 2019 Goals
9. Sponsorship for The Pitch!
10. Updates and reports; Business Update – April
11. Select activities and speakers for future meetings.
 - a) Becky Hurt – Waupaca Job Center – beckyhurt.letc@gmail.com
 - b) Sandy DuFrane – real estate update
12. Public Comment.
13. Adjournment.

Lou L, 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 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.

Minutes
Economic Development Committee
Tuesday, September 24, 2019 – 4:30 PM - New London City Council Chambers

Members present: Morack, Leone, Pinch, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, Asman and Thompson. Johnson, Emily Carothers, and Travis Voight excused.

Also present: Mayor Henke(out at 4:50pm), Ann Hunt, Tom O'Connell, and Jackie Beyer

Public present: Ellen Krabbe, Jim Hoffman, Julie Bez, Ken Price, Jen Heidman, Chris Heidemen, Terry Hilbert, Jadya Groat, Ste Groat, Adam Dobbert

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/ Asman to adopt the agenda, approved. The August 27th minutes were approved.
2. The two Consulting Services Agreement for 2020 were reviewed and discussed. Leone explained the more aggressive of the two was for substantially more money than the one we have in place now. He also reminded the group of the new agreement with WEDA for the upcoming year, and the hope to use that alone. Zaug/Steinhorst to stay with the WEDA contract for 2020. Carried by all.
3. Riverfront Development Update- Ann Hunt spoke about the current efforts, and that Randy has been unable to participate at this time. Randy suggested proceeding with the Library and Housing portion for the time being, and continuing with the other phases of development moving forward. Next month the agenda will have on it a RFP for a developer for the market priced housing.
4. Residential Development Update – Agenda item for October meeting.
5. Committee's Goals 2019 – Morack asked the committee to review the goals in the packet and be prepared to discuss and revise next month.
6. April updated the group on business changes/relocations – There are two N. Water St businesses that have been purchased and renovated to open up: 304 N. Water will house Innovative Industrial Staffing, and 209 N. Water St will be an office for an attorney. April also spoke about CAP Services having \$1M in low-interest capital – 4.25%, fixed for seven years – to support nonprofit-owned community facilities in rural communities across WI. This capital has a limited shelf-life so a prompt response is important.
7. Future Activities and Speakers –
Sandy DuFrane- Realtor
Becky Hurt- Waupaca Job Center
8. Public Comment- Jim Hoffman spoke in favor of having ATV/UTV's allowed to ride on City streets. Adam Dobbert spoke about the same, as well as Ellen Krabbe and Jen Heineman. The subject will be an October agenda item for the committee, as well as developing a committee for Recreational Development of Motor Sports.
9. Motion by O'Connell and seconded by Zaug to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:45 p.m.

Respectfully Submitted,
Jackie Beyer, City Clerk

Beyer, Jackie

Subject: FW: Development

From: Ann Hunt [REDACTED]

Sent: Tuesday, October 22, 2019 2:54 PM

To: [REDACTED]

Cc: [REDACTED]

Subject: Development

Randy

Per our conversation this afternoon, you are no longer going to be the developer on the project here in New London. We all are very sad that you had health problems that didn't allow you to finish the project. We are grateful for your passion and your vision to get the development started.

You indicated that you have been speaking to other developers. If you could send those names along to us that would be helpful.

Thank you for all that you have done for this process and I wish you good health for the future.

Ann

Ann Hunt
Director
New London Public Library
406 S Pearl St
New London WI 54961
920-982-8519
<http://www.newlondonlibrary.org>

"EXAMPLE"

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.
 - Update the list of topics to be covered with each business (business plan, suppliers, problems, issues with city services, etc.)
 - 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).
 - Give copy of business guide to new (and existing?) businesses. Ask for feedback on guide.
 - Identify new businesses as they begin to be established.
 - Monitor building occupancy (Paul Hanlon).
 - Encourage banks, insurance agencies, realtors, et al. to inform us of new businesses, then identify/establish 'contact points' for each.
 - Follow up with a 'welcome letter' and copy of the business guide.
 - 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.
 - Follow up with businesses that leave town.
 - Conduct exit interviews if businesses leaving New London to determine what caused them to leave.
 - Review current policies to see if they encourage home business. We have

Find ways to identify existing home based businesses Contact business, invite them to meet with city.
2. Monitor the status of the Northpoint Properties, Inc. subdivision by Jeff Handschke.
3. Continue to participate in an advisory capacity with the Chamber of Commerce Board of Directors.

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. .
 - Send letters congratulating seniors involved with School of Enterprise Marketing.
 - Support Career Readiness programs.

-Support Pitch event.

Fox Valley Tech

-Partner with FVTC to assist recruitment and training of NL businesses.

-Work with Amy P. to host session in New London.

-Research and develop ways to communicate invitations to students to visit New London.

-Participate in networking session if invited to participate (Bill B.)

Support and encourage involvement in business contests (Governor's contest, New North, e.g.)

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.

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.

Help implement the digital marketing program and work with Bill Zeinert to create and use promotional material.

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).

3. Communicate with developers regarding possibilities, opportunities and challenges for development in New London.

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.

-Talk to other community leaders to see how other communities are attracting business.

-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.

Research what other communities are offering as incentives to attract new businesses.

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.

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PITCH



City of
New London
Wisconsin

Coming to Crystal Falls November 1!

Teen Business Contest in a Game Show Setting



“Shark Tank meets Price is Right” *The Tomahawk Leader*

Students join forces to form a company, invent a product, write a business plan and make the perfect sales pitch! Students learn business concepts, practice soft skills and networking, and compete for prizes!

\$250 Sponsorship Request

Sponsorship would allow New London students to participate in “The Pitch!” for FREE! Sponsorship would cover lunch, materials, and prizes!

Friday, November 1 at Crystal Falls

9:00-9:30	Welcome & Instructions
9:30-10:00	Form a Company!
10:00-10:05	Guess the Slogan
10:05-11:00	Write Your Business Plan
11:00-11:30	What’s Your Pitch?
11:30-12:00	Lunch
12:00-12:30	Pitch Rehearsal Time
12:30-1:30	Pitch Competition
1:30-2:00	Awards & Closing Ceremony



Learning Outcomes include group project collaboration, critical thinking, problem solving, basic finance and marketing concepts, writing a business plan, networking, public speaking and career awareness!