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AGENDA
Economic Development Committee
Tuesday, November 26, 2019 – 4:30 PM
New London City Council Chambers

1. Call to Order.
2. Adopt Agenda.
3. Approve October 29, 2019 minutes.
4. Speaker: Lynn Aprill, Director of the Center on Education for Economic Development to discuss WEDC's newest software purchase, "Inspire"
5. Review and Approve Arts League proposal to paint back of buildings
6. Riverfront development update
7. Update on research on what other communities are doing in Valley to assist developers
8. Approve Committee's 2020 Goals
9. Updates and reports: Business Update – April
10. Select activities and speakers for future meetings.
 - a) Becky Hurt – Waupaca Job Center – beckyhurt.letc@gmail.com
 - b) Oliver Buechse- Advancing AI Wisconsin
11. Public Comment.
12. Adjournment.

Lou L, City Administrator

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

Members present: Morack, Leone, Pinch, Zaug, Kopitzke, Steinhorst, Thompson and Johnson. Student Members S. Watling and M. Schmidt were present. Asman and Bishop excused. Also present: Mayor Henke (out at 5:25pm), Ann Hunt, Tom O'Connell, and Jackie Beyer

Public present: Julie Blohm, John Zehner, Terry Wegner, Scott Bleck, Season Polsin and Sandra DuFrane.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/ Steinhorst to adopt the agenda, approved. The September 24th minutes were approved. Chairman Morack asked the new Student Members to introduce themselves, followed by the Committee members introducing themselves to the two new Committee members.
2. Season Polsin spoke about the mural planned for the Longevity building, to be done next spring. The mural on the furniture store was a huge success. Polsin is now a member of the Wolf River Art League, and would like to work with the city to beautify the river facing side of the buildings along N. Water St. The WRAL has raised \$15,000 and would like the City to match that amount to cover the expense of making the view from the River something to be proud of.
3. Sandy DuFrane was present to talk about the housing market in New London. She stated it has been very busy with house sales for a couple of years. The market is now starting to level off and allow realtors to take a breath. With the low interest rates, the banks are seeing an uptick in refinancing. DuFrane stated there is still a need for affordable housing, up to 200K price. She stated the City needs to determine what "they want New London to look like?"
4. Riverfront Development Update- Lou Leone stated a meeting was held just prior to the Economic Development meeting, and the Library project is being pushed back one year. Some new dates and a timeline will be announced when it is developed. Leone stated a market study for housing will be done in July 2020. He stated donations are still welcome and encouraged.
5. WEDA update- Leone met with the consultant, and they spent about 9 hours discussing and driving around the City, filming different assets. The consultant will develop a plan and use the film to form a marketing strategy to draw in new business and residents.
6. Committee's Goals 2019 – the list was discussed. There were suggestions on revisions. Steinhorst stated he would like to see 'visiting businesses' a higher priority, and possibly done twice a year. Thompson asked for the new version to be labeled for '2020'. The group would like to see this next month at meeting.
7. The Pitch! Was discussed with input from the student members and Scott Bleck from the School District. It was a positive experience for last year attendees. Motion Zaug/Pinch to approve a donation of \$300 to the event. This money comes out of the Economic Development budget. Motion Carried.
8. Future Activities and Speakers –
Lynn Aprill from CESA 8- Inspire program
Oliver Buechse- Advancing AI Wisconsin
9. Public Comment- Julie Blohm asked to speak about the ATV/UTV trail proposal. Chairman Morack directed her to the upcoming Public Works meeting, where it is an agenda item. Ann Hunt spoke about the market survey for the Library/housing development, and that the survey should be done before next July.

10. Motion by O'Connell/Kopitzke to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:45 p.m.

Respectfully Submitted,
Jackie Beyer, City Clerk

Economic Development Goals: 2020

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)
 - a) Update list of businesses;
 - b) Update the list of topics to be covered with each business (business plan, suppliers, problems, issues with city services, etc.);
 - c) 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).;
 - d) Give copy of business guide to NL businesses. Ask for feedback on guide.
 - e) Identify new businesses as they begin to be established.
 - f) Monitor building occupancy (with building inspector).
 - g) Encourage financial institutions, insurance agencies, realtors, et al. to inform us of new businesses, identify/establish 'contact points' for each.
 - h) Follow up with a 'welcome letter' and copy of the business guide.
 - i) 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.
 - j) Follow up with businesses that leave town.
 - k) Conduct exit interviews if businesses leaving New London to determine what caused them to leave.
 - l) Review current policies to see if they encourage home business.
 - m) 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.

Economic Development Goals: 2020

Goal: Attract new businesses to New London

1. Identify potential entrepreneurs,
 - a) Work with education institutions to promote entrepreneurship (i.e., 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.)
 - b) Support and encourage involvement in business contests (Governor's contest, New North, e.g.)
 - c) 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.
 - d) 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.
 - a) Continue to participate in both the Outagamie County and Waupaca County economic development organizations;
 - b) Work with World Economic Development Alliance (WEDA) officials to expand marketing efforts to attract businesses;
 - c) Help implement the digital marketing program and work with Bill Zeinert to create and use promotional material;
 - d) 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

Economic Development Goals: 2020

magazines, promoting New London and inviting ideas for economic development (e.g. New London School District, Chamber members).

3. Communicate with developers regarding possibilities, opportunities and challenges for development in New London.
 - a) Create a residential development policy to encourage development;
 - b) Review and suggest improvements of residential development policy as compared to regional policies.
4. Monitor what other communities are doing to encourage economic development.
 - a) Review city websites to review economic development efforts
Example - Milwaukee's bizstart, Kaukauna's business financing workshop, Appleton's InDevelopment session;
 - b) Talk to other community leaders to see how other communities are attracting businesses;
 - c) Attend meetings and conferences where best practices are discussed;
 - d) Review Kaukauna's business financing workshop -Review Appleton's InDevelopment session - including sessions on government financing, public-private partnerships;
 - e) 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
 - a) Riverfront property
 - b) Industrial park
2. Continue efforts to market New London
 - a) Select best media to use (i.e., radio, billboard, cable 990, TV, newspaper ads and articles, magazine, internet - city website, County marketing website, YouTube, Facebook, podcasts, other social media)
3. Continue to implement the downtown river front building improvement grant program.