

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, February 26, 2019 – 4:30 PM
New London City Council Chambers

1. Call to Order.
2. Adopt agenda.
3. Bill Zeinert, My Marketing Director – 2019 marketing effort
4. Approve January 29 minutes
5. Stadtmueller & Associates – project update
6. Review Kent's monthly activities memo.
Identify goals for 2019
7. Select activities and speakers for future meetings.
March – Randy Statmueller
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.

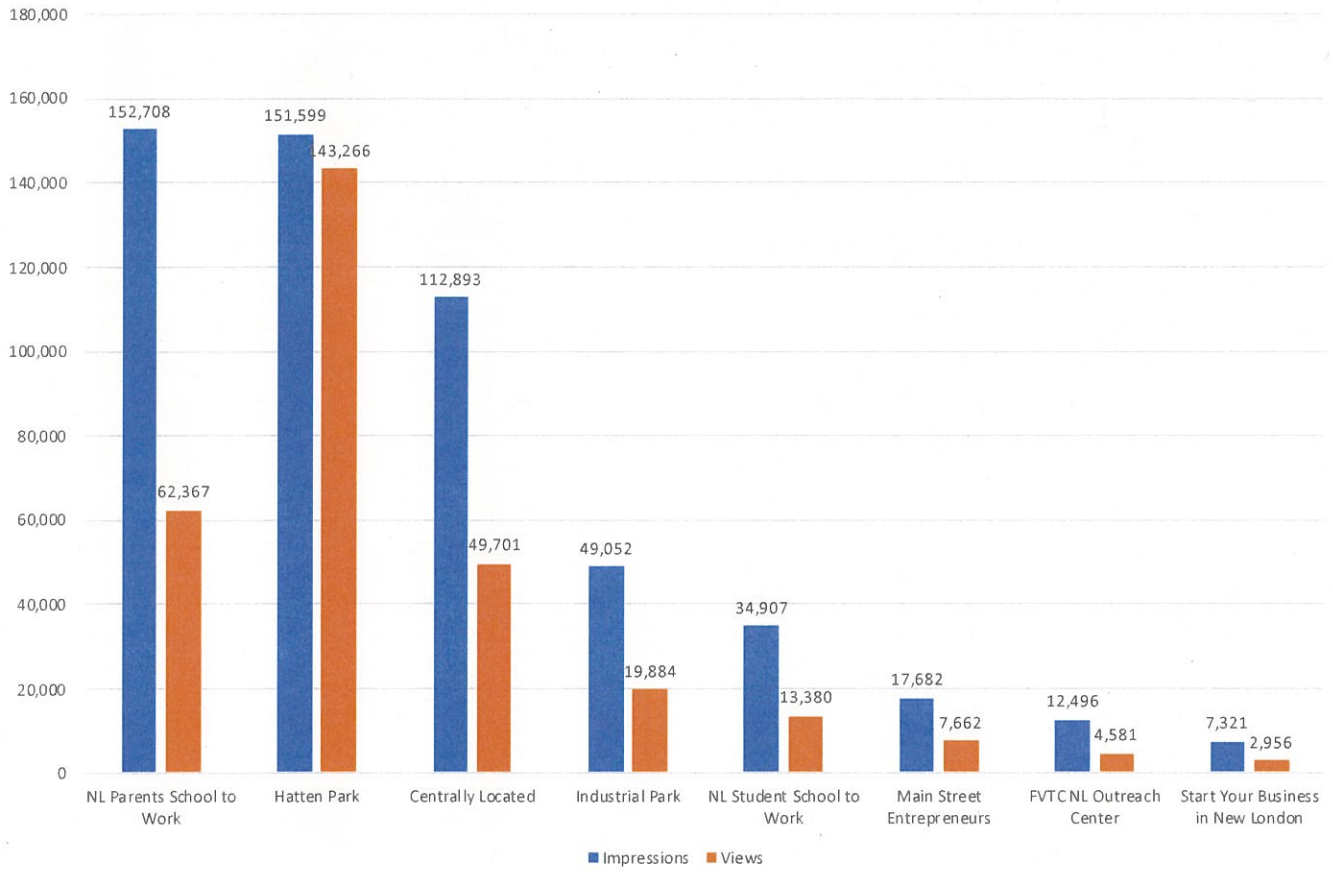
NLED Facebook Video Ads 1-1-18 to 12-31-18

<u>Video</u>	<u>Impressions</u>	<u>Views</u>
NL Parents School to Work	152,708	62,367
Hatten Park	151,599	143,266
Centrally Located	112,893	49,701
Industrial Park	49,052	19,884
NL Student School to Work	34,907	13,380
Main Street Entrepreneurs	17,682	7,662
FVTC NL Outreach Center	12,496	4,581
Start Your Business in New London	7,321	2,956
TOTAL	538,658	303,797

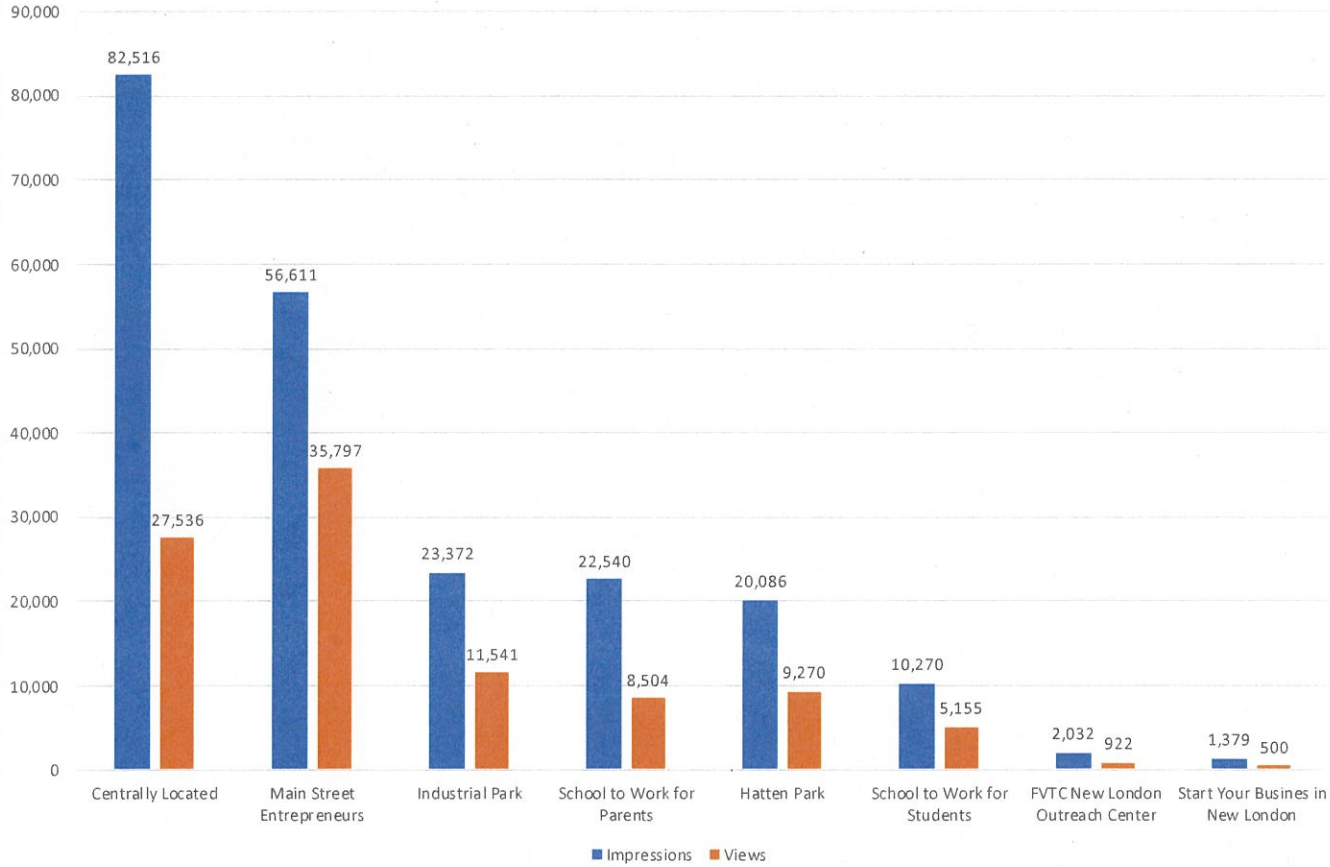
NLED YouTube Video Ads 1-1-18 to 12-31-18

<u>Video</u>	<u>Impressions</u>	<u>Views</u>
Centrally Located	82,516	27,536
Main Street Entrepreneurs	56,611	35,797
Industrial Park	23,372	11,541
School to Work for Parents	22,540	8,504
Hatten Park	20,086	9,270
School to Work for Students	10,270	5,155
FVTC New London Outreach Center	2,032	922
Start Your Business in New London	1,379	500
TOTAL	218,806	99,225
GRAND TOTALS	757,464	403,022

NLED Facebook Video Ads
Jan. 1 - Dec. 31, 2018



NLED YouTube Video Ads
Jan. 1 - Dec. 31, 2018



Economic Development Committee
Tuesday, January 29, 2019 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, and Hans Thompson. Asman, Travis Voight, and Emily Carothers, and Johnson excused.

Also present: Administrator Hager, and Alyse Rust (5:10).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Zaug to adopt the agenda, approved. The November 27th minutes were approved as well.
2. Randy Stadtmueller from Stadtmueller & Associates was not available for the meeting. Randy was not able to get a status report submitted in time for the meeting. Kent reported that Randy expects to have his final written plan completed very soon. Randy plans on attending the March 26th Economic Development Committee meeting to present his report and update everyone on the status of the mix-use library project. Given that the contract with Stadtmueller & Associates and SEH Design/Build, Inc. expired on December 31, 2018, Randy is requesting that the contract termination date be extended to July 30, 2019. No additional funding is being requested as part of the contract extension. A motion was made by Zaug and seconded by Steinhorst to recommend to City Council approval of the contract extension. Motion passed unanimously.
3. Chairman Morack updated the Committee regarding the transportation discussions that are being held as a result of the Community Health Action Team (CHAT) meetings that have been initiated by ThedaCare. Transportation needs are many and diverse. Nearly 40 people participated in the last CHAT meeting representing people and businesses from all walks of life. An action team from the CHAT group will be following up with a community survey and grant requests to further refine our communities' transportation needs and seek possible resolutions to these problems.
4. Dave also reviewed the Fox Valley Technical College class titled "Starting Your Own Business" that was recently held here in New London at the Municipal Building. Thirteen people attended the class, four of which were from New London, the rest were from surrounding communities. The class is a preview leading up to the Fox Valley Technical College ESeed program. We were able to present those in attendance with a copy of the "New London Business Guide" and get our name in front of this target group. Dave also spoke about the veteran's small business roundtable event that he participated in. Over 25 veterans were present at the meeting that was reported to be a great success.
5. Kent reviewed his recent activities. Chairman Morack had previously asked that all Committee members consider goals for this year. Given time constraints, the Committee will discuss the 2019 goals at the next Committee meeting.
6. Alyse Rust, Project Director for the Wisconsin Women's Business Initiative (WWBIC) was present and gave a brief overview of what her organization's mission is. The

Business Initiative is a non-profit corporation that operates state-wide. They help targeted individuals who are interested in starting or expanding a business. They help with critical resources such as financing, business planning and financial education. They focus on individuals who typically face barriers in accessing financing. These groups are mostly women, veterans, and low-income individuals. About 30% of their clientele are men. Alyse distributed a program of classes that WWBIC will be conducting this year. An example of classes offered include the following: What can WWBIC do for you, Business start-up check list, Business planning for success, Marketing 101, and Importing & Exporting. The Committee thanked Alyse for her time.

7. The next Committee meeting will be held on Tuesday, February 26, 2019 at 4:30 pm. Bill Zeinert will be present to consider how we wish to precede with our digital marketing effort. Randy Stadtmueller will be present at the March 26th meeting to discuss his written plan for the downtown riverfront property.
8. There was no public comment.
9. Motion by Steinhorst and seconded by Faucher to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:45 pm.

Kent Hager, City Administrator

Memo

To: Economic Development Committee
From: Kent Hager
Date: February 21, 2019
Re: Monthly Report for February

The following items are attached:

- The New London Area Chamber of Commerce Board of Directors agenda from their February 6th meeting, and the minutes from their January 2nd meeting along with the January web site data.
- The Waupaca County Economic Development Corporation Board of Directors January 30th meeting agenda. This meeting was canceled due to weather. The November 28, 2018 meeting minutes. The January 2019 budget report. The Executive Director's January, 2019 report.
- The Fox Cities Economic Development Professionals agenda for their January 24, 2019 meeting including their December meeting minutes and attendance list.

The following is a summary of activities for the month:

1. As part of the Revolving Loan Fund closure program, the state is requiring us to certify that the original loans that capitalized our loan program were received by us prior to January 1, 1992. If we did receive these funds prior to that date, it makes them "de-federalized" and easier to deal with. They are asking us to certify that information from our records, because they don't have their own, at least that is my take on the situation. Judy looked into the matter and we received our original loan funds from the state to assist Piping Systems in the amount of \$324,000 on June 27, 1991. Good so far. We received a second grant of loan funds to help Riverside Tool and Carbide in the amount of \$86,000 with an application date to the state of May of 1992 and a recorded mortgage dated September 22, 1992. Not good. So our funds are not de-federalized. We have two years to get this matter straightened out. More research will have to occur and a decision will have to be made on how we proceed. At this time, let's just say things got a lot more complex. Dang it. Once we get the above

figured out, the City will have an opportunity to spend the funds on a CDBG eligible activity. See next item.

2. Community Development Block Grant (CDBG) funds have to principally benefit low and moderate income people or benefit a select group of qualified individuals (seniors, disabled, ADA projects, etc.) or the funds may also be utilized to eliminate "slums and blight." Typically, the funds are used to benefit low and moderate income individuals. That means 51% of the beneficiaries of the CDBG funding have to be low or moderate income. Our population in Outagamie County was last calculated to be 50.69% low and moderate income residents. I talked to the state CDBG people and I said that that number rounds to 51% and they said "no" it is not 51%. I was under the impression that if our Outagamie County portion of the City were 51% low/mod that we could use the CDBG money any way we wanted in this area of the City. I was informed that these income numbers were going to be updated this spring and I figured with the new Beacon Street development that our low/mod number should go above 51%. I called the state and they are taking a very narrow and strict view of how the CDBG money can be spent. You would think that a road improvement utilizing CDBG money in the Outagamie County portion of the City were 51% of the residents are low and moderate income would qualify, but "No." Other people will use the road so it won't directly benefit 51% of low/mod income people. Work on a park, "No" unless it is a small neighborhood park that is in a low/mod income neighborhood. Long story short, we are likely going to have to do an income survey of the area that can prove 51% low/mod income when we determine what we want to do with the CDBG money. Also remember that CDBG funds can be spent on categorically approved activities such as the removal of slums and blight, benefit the elderly, ADA activities, and others. The money available is likely going to be somewhere between \$200,000 and \$375,000, so whatever we do will be worth it in the long run. Sorry for the long story.
3. The food pantry situation continues to present some challenges. Staff is actively trying to get the matter resolved in the best interests of everyone involved. Unfortunately, it is proving to be a more difficult task than I originally envisioned. One matter clarified. I was under the impression that the City could not contribute to a religious based non-profit corporation, but according to Earl, in this case we could. It would be better to contribute to a non-religious affiliated corporation, but not necessary. More work on this.
4. I was in touch with Carl Romenesko. I sent him a clear copy of the final Development Agreement for his signature. He is getting his design and engineering firm on-line for the project and just wanted a reassurance that we are moving forward as well. All is go at this time. The annexation petition had previously been submitted to the state for their comments. As I understand it, the next task is to have the preliminary plat presented to the Planning Commission. Since Carl is just now getting his people under contract, I would suspect that we are a ways out till the preliminary plat is ready for review. Progress being made. This stuff just takes time.
5. I had another individual in my office that was attracted to the former Huntington Bank building. You can't blame them given the \$135,000 asking price. Both Paul and I are

of the opinion that it will take about the same amount of the purchase price to bring the building up into shape. Still, not a bad investment. I just hope whoever buys it knows what they are getting into and has the resources needed to bring it back into shape.

6. Staff participated in our Cities and Villages Mutual Insurance Company work plan meeting. Ben Rank from CVIMC presented our loss history and reviewed plans for the coming year.
7. I attended the Chamber of Commerce Board of Directors meeting. The financial reports were reviewed. The new, prospective and dropping member lists were gone over. The Chamber welcomes a new intern, Katie Warnke. A copy of the new *Community Guide* was distributed to all in attendance. April has made some nice changes to this long-standing publication. The Women's Wellness Day was on February 9th. The Beer Tasting event is February 23rd. I updated the group on happenings with the City.
8. I contacted Colortech and got the price for the vinyl on one side of the billboard and sent that number, \$1,811.25 to the Chamber for reimbursement from the Tourism Fund.
9. I assisted Scott Bellile with some information regarding our Room Tax. The Room Tax was put into place effective July 1, 2003, sixteen years ago. I also supplied Scott with a copy of Earl's opinion regarding the question of if a referendum could be held regarding the central dump stations. No, this topic is not able to be subject to a referendum.
10. New London will be hosting the Waupaca County Economic Development Corporation Executive Committee meeting to continue our discussions about replacing our digital tourism marketing effort with a web site to attract and retain employees. We will be meeting at Vals.



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New London, WI 54961

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BOARD OF DIRECTORS

7 a.m. Wednesday, February 6th, 2019
New London Area Chamber of Commerce

AGENDA

Members: Members: Jessica Brown, Karen Duch, Robin Joy Ernst, Kent Hager, Jennifer Heideman, Tracey Johnson, James Kelley, Andy Korth, Jennifer Leopold, Heather Stern, Alyssa Sullivan, Tammy Vanevenhoven, and April Kopitzke

Unable to attend: Dennis Krueger

1. Meeting is called to order

2. Consent Agenda Items

- a. **Review and approve**
 - i. January 2019 Meeting Minutes
 - ii. Financials
 - iii. Website View Report / Social Media reach

3. New Business

- a. **New Members**
 - i. Zach Zabel - State Farm Agent
- b. **Prospective Members**
 - i. New London Cleaning Services
 - ii. Giesler Group Incorporated—Richard Giesler
 - iii. American Advantage-Cornerstone Insurance: Jeff Bergum
- c. **Dropping Members**
 - i. Nicolet Staffing-Closed office in New London
 - ii. Lawton Dental Office-Will renew after settled
 - iii. Exit Elite Realty-No payment
 - iv. Outdoorsmen's Cuts-No payment
 - v. Shade Today Nursery, Inc.
- d. **Membership Renewals**
 - i. Current A/R
- e. **Chamber Staffing**
 - i. Katie Warnke—New Intern
- f. **2019 Community Guide**
 - i. Future
- g. **Music Trivia**
 - i. Update
- h. **Education Classes**
 - i. February 12—Business Planning for Existing Businesses
- i. **Women's Wellness Day—February 9th**
 - i. Status Update
- j. **Beer Tasting—February 23rd**
 - i. Status update
 - ii. Chamber Bylaws
- k. **Tourism Rebrand**

4. Old Business

5. Subcommittee Reports

- a. **Benefit Marketing Sub-committee** – committee is formed by and Robin Ernst, Tammy Vanevenhoven and Leah Seavecki

- i. Begin meeting quarterly (Calendar year)
 1. March 13th
 2. May 19th
 3. August 21st
 4. November 20th

6. Action Items

- a. Awards Banquet
 - i. Subcommittee

7. Other Business

8. Adjourn

9. Next Meeting will be March 6, 2019 at 7 a.m. at the Chamber



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New London, WI 54961

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BOARD OF DIRECTORS

7 a.m. Wednesday, January 2, 2019
New London Area Chamber of Commerce

MINUTES

Members: Robin Joy Ernst, Kent Hager, Jennifer Heideman, Dennis Krueger, Andy Korth, Heather Stern, Tammy Vanevenhoven, and April Kopitzke

Unable to attend: Randy Cleveland, Jessica Brown, Karen Duch, Tracey Johnson, James Kelley, Jennifer Leopold, Alyssa Sullivan

1. **Meeting is called to order at 7:01 a.m. by Vanevenhoven**
 - a. Introduce new Board Member: Heather Stern
2. **Motion to approve Consent Agenda Items, Motion approved—Korth / Ernst**
 - a. **Review and approve**
 - i. December 2018 Meeting Minutes
 - ii. Financials
 - iii. Website View Report
3. **New Business**
 - i. **Motion to approve New Member, motion approved— Vanevenhoven / Hiedeman**
 1. First Weber—Maureen McHugh
 - a. WI based with 70 offices throughout the state with a few in IL
 - b. New Ambassador
 - ii. **Prospective Members**
 1. Advantage Signs
 2. Heise Heating
 3. Tyson Foods
 4. Bemis North America
 - a. Heather Stern looking into foundation contact (Rachel)
 5. Fun Pros—Appleton
 6. Andy Korth to follow up on GLK
 - iii. **Dropped Members**
 1. Winemaker's Daughter
 2. Bright Star
 3. Pallet One
 4. Exit Reality
 5. The Salt Room
 6. Brianne Photography
- b. **Education Classes—designed for new and existing small businesses**
 - i. February 12 – “Business Planning for Existing Businesses”
 - ii. May 14 – “Talent Attraction and Retention Tools for Businesses
 - iii. August 13– “Financial Analysis with QuickBooks”
 - iv. November 12 – “Increasing the Likelihood of Getting Your Business Funded”
- c. **Music Trivia**
 - i. Status update—January 17th
 1. Quiver – n – Minnow 5-9 p.m.
- d. **Women's Wellness Day—February 9th**
 - i. Registration goes live 1/2/19
- e. **Beer Tasting—February 23rd**
 - i. Tickets on sale 1/2/19

4. Old Business

a. Holiday of Wonder

i. Vanevenhoven / Ernst gave feedback from a volunteer stand point

b. New London High School Networking Event

i. December 5th Deca (Mrs. Porath and Casey) 15 business professionals and 50 students

5. Subcommittee Reports

a. **Benefit Marketing Sub-committee** – committee is formed with Robin Joy Ernst, Tammy Vanevenhoven and Leah Seavecki—

6. Action Items—Kent Hager to report on City updates

7. Other Business

8. Motion to adjourn—Motion approved Ernst / Korth

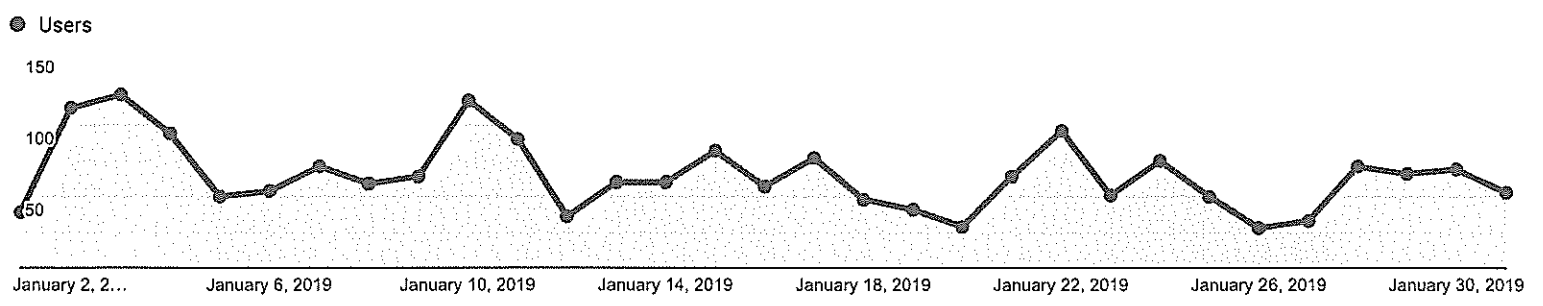
9. Next Meeting will be February 6, 2019 at 7 a.m. at the Chamber

audience Overview

Jan 1, 2019 - Jan 31, 2019

All Users
100.00% Users

Overview



Users
1,716

New Users
1,518

Sessions
2,280

Number of Sessions per User
1.33

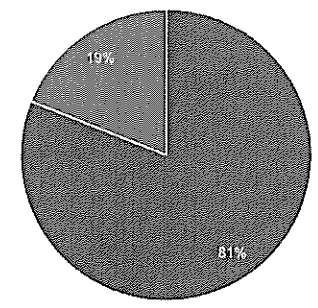
Pageviews
4,726

Pages / Session
2.07

Avg. Session Duration
00:02:00

Bounce Rate
63.82%

■ New Visitor ■ Returning Visitor



Operating System	Users	% Users
1. Android	404	50.75%
2. iOS	378	47.49%
3. Windows	13	1.63%
4. Firefox OS	1	0.13%

Waupaca County Economic Development Corp.

Board of Directors Meeting (Annual)
January 30, 2019– 12:00p.m.
Schutt Industries
Clintonville, Wisconsin
Agenda

*Cancelled Due
to weather*

- I. Call to Order
- II. Approval of November Meeting Minutes
- III. Treasurer's Report
- IV. Election of Officers
- V. Executive Director's Reports
- VI. 501(c)3 Application
- VII. Strategic Planning Update
- VIII. City of Clintonville Update
- IX. Waupaca County Update
- X. Date, Time & Location of Next Board Meeting
- XI. Adjournment

The address for Schutt Industries is 185 Industrial Avenue.

Waupaca County Economic Development Corp.

Board of Directors Meeting
Wednesday, November 28, 2018
City Hall
Weyauwega, Wisconsin
Minutes

- I. Call to Order:** President Henry Veleker called the meeting to order at 12:10 p.m.

Directors Present: Dick Koeppen, Henry Veleker, Kent Hager, Richard Wagner, Dave Werth, Mark Forseth, Dave Neumann, Jeremy Schroeder, Aaron Schoen

Others Present: David Thiel

- II. Minutes:** There was a motion by Werth to approve the August 2018 meeting minutes. Motion seconded by Schoen. Schroeder abstained. Motion carried.
- III. Treasurer's Report:** There was a motion to approve the Treasurer's report by Forseth. Motion seconded by Werth. Motion carried.
- IV. Executive Director's Report:** No discussion.
- V. Board Member Resignation:** Board of Director James Green, Waupaca Foundry, has resigned due to his resignation as an HR Specialist for Waupaca Foundry. The Board seat will be held open for now.
- VI. 2019 Officers:** Discussion regarding 2019 officers resulted in current officers agreeing to continue unless other Directors are interested. President Veleker will reach out to Board members prior to annual meeting in January (when the 2019 officers will be voted in). Vice President Hager informed Board that he will be retiring at some point in 2019. President Veleker mentioned that the Board will find a replacement when that occurs.
- VII. 2019 Budget:** There was a motion by Werth to amend the proposed 2019 budget put forth by the Executive Committee to include \$1,000 for the Board of Directors meetings. Motion seconded by Koeppen. Motion

carried. Motion by Wagner to approve the proposed 2019 Budget. Motion seconded by Forseth. Motion carried.

VIII. 2019 Meeting Schedule: No discussion.

IX. Waupaca County Update: Chairman Koeppen mentioned that at the public hearing for the 2019 budget, there was testimony and a lengthy discussion regarding the Manawa Nutrition Center. While the number of Meals on Wheels deliveries has grown, attendance at the Senior Centers throughout the County, like the Manawa Nutrition Center, has declined. The 2019 Waupaca County budget passed after a lengthy debate. Planning for the 2020 budget will begin in February. Supervisor Neumann has been appointed by the County Board to replace Jack Penney on the Waupaca County Economic Development Corporation's Board of Directors. His email address is dsneumann1003@aol.com.

VI. City of Weyauwega Update: Weyauwega Administrator Schroeder mentioned that he began his new job as administrator in September and had to get the proposed 2019 budget ready by October. It was a challenge, but everything went very well, and the 2019 budget was approved by the City Council in November. Agropur and World Class Manufacturing have both announced significant expansion projects. There is progress being made to ensure that the City of Weyauwega will continue to have a grocery store in town. There have been several inquiries regarding new business development, specifically in the downtown area.

VII. Date & Location of Next Board Meeting: The next Board meeting will be held on January 30, 2019 in Clintonville.

VIII. Adjournment: There was a motion by Schoen to adjourn the meeting. Motion seconded by Werth. Motion carried. Meeting adjourned at 12:51 p.m.

Revenues	January 2019 Budget		
	2019 Budget	January	Year-To-Date
Waupaca County	\$ 52,410.00	\$ 13,102.50	\$ 13,102.50
WCEDC Member Communities	\$ 22,145.00	\$ 1,260.00	\$ 1,260.00
Private Sector Investors	\$ 20,000.00		
RLF Administration	\$ 5,000.00		
Marketing Cooperative Administration	\$ 5,000.00		
Stakeholders Meeting	\$ 2,000.00		
Subtotal-Operating Income	\$ 106,555.00	\$ 14,362.50	\$ 14,362.50
Marketing Cooperative*	\$ 36,000.00	\$ 24,000.00	\$ 24,000.00
Revolving Loan Program*	\$ 110,000.00		
Total Income	\$ 252,555.00	\$ 38,362.50	\$ 38,362.50
Expenses			
Executive Director Salary	\$ 74,057.00	\$ 6,171.43	\$ 6,171.43
Taxes	\$ 5,668.00	\$ 472.12	\$ 472.12
Retirement	\$ 4,800.00	\$ 400.00	\$ 400.00
Health Insurance	\$ 7,096.00	\$ 591.36	\$ 591.36
Executive Director Expenses	\$ 5,000.00	\$ 393.42	\$ 393.42
Office Expense	\$ 250.00	\$ 42.00	\$ 42.00
Office Phone	\$ 250.00	\$ 20.02	\$ 20.02
Cell Phone	\$ 720.00	\$ 60.00	\$ 60.00
Postage	\$ 75.00		
Subscriptions	\$ 750.00		
Insurance	\$ 1,200.00		
Training/Conferences	\$ 750.00	\$ 325.00	\$ 325.00
Marketing & Advertising	\$ 1,500.00		
Stakeholders Meeting	\$ 1,000.00		
Board of Directors Meetings	\$ 1,000.00		
501(c)(3) Application	\$ 2,000.00		
Subtotal Operating Expenses	\$ 106,116.00	\$ 8,475.35	\$ 8,475.35
Marketing Cooperative*	\$ 36,000.00		
Revolving Loan Program*	\$ 100,000.00		
Total Expenses	\$ 242,116.00	\$ 8,475.35	\$ 8,475.35
Account Balances			
Checking Acct. (As Of 12/31/18)	\$ 8,724.84		
Checks Written	\$ 8,475.35		
Deposits	\$ 14,362.50		
Bank Service Charges (Checks)			
Checking Acct. (As Of 1/25/19)	\$ 14,611.99		
Certificates of Deposit (As Of 12/31/18)	\$ 21,198.70		
Marketing Cooperative (1/25/19)	\$ 34,480.86		
Retail RLF (1/25/19)	\$ 25,306.75		
Job Fair (1/25/19)	\$ 5,412.44		

*Does not count toward operating income and expenses.

Waupaca County Economic Development Corp.

Executive Director's Report – January 2019

The following information was delivered at the most recent New North Summit in December.

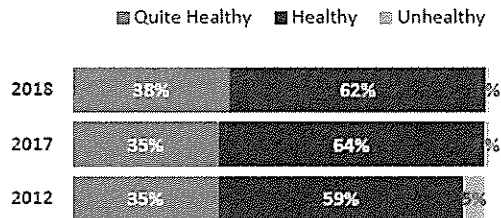


The Alliance's 9th annual northeast Wisconsin Manufacturing Vitality Index found the manufacturing sector (23 percent of the region's employment base) remained strong over the past year. The survey was administered during October and November 2018 by the University of Wisconsin-Oshkosh's Center for Customized Research Services. The survey sample was drawn from 601 manufacturers in Northeast Wisconsin with \$3 million or more in annual revenue and 25 or more employees. 164 companies completed either a telephone or online survey (27 percent response rate). Responses are at a 95 percent confidence level.

FINANCIAL HEALTH & BUSINESS GROWTH

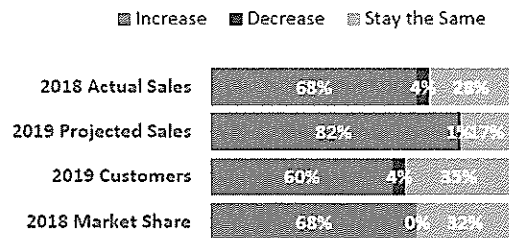
Financial Health

- Manufacturers' 2019 plans for sales growth and capital investments remain strong, positive indicators of the vitality of manufacturing in the NEW North.
- 99 percent of respondents said they expect their companies' financial health in the next 6-12 months to be healthy or quite healthy.



Business Growth

- The survey points to sustained industry growth in 2019. Over 68 percent of respondents reported increased sales in 2018.
- Over eighty percent of manufacturers expect increased sales in 2019.
- 60 percent expect to add customers in 2019. They also foresee increases in quotes or requests for their products or services.

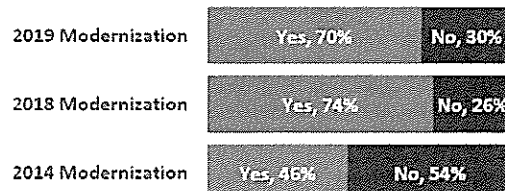
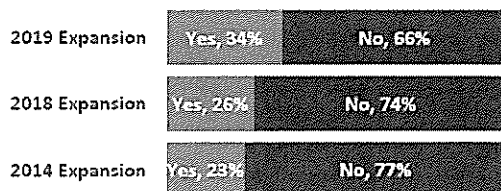


EXPANSION & PLANT MODERNIZATION

Plant Expansion & Modernization Planned in 12-24 Months

2019 plant expansion plans are significantly higher than 2018.

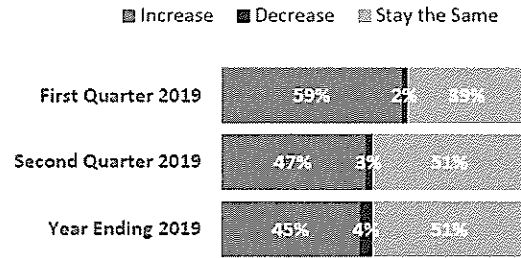
Plant modernization has increased significantly over the years: 70 percent are planning a modernization project.



WORKFORCE RECRUITMENT

Manufacturing Workforce Hiring Needs

- 59 percent of respondents anticipate hiring new personnel in the first quarter of 2019. This is a record high from the other years of the study.
- Over 45 percent of manufacturers are planning to hire in each quarter throughout the year.
- Slightly more manufacturers anticipate hiring in 2019 than in years past, pointing to increased activity.



SKILLS SHORTAGE

Difficulty Finding Talent

- Nearly nine out of ten of companies will have trouble finding talent in 2019.
- The skills shortage has increased from the first year of the study in 2011, in which 29 percent could not find the talent they needed, to 88 percent in 2019.

2019	Yes, 88%	No, 9%
2018	Yes, 88%	No, 10%
2017	Yes, 80%	No, 19%
2016	Yes, 78%	No, 21%
2015	Yes, 72%	No, 26%
2014	Yes, 60%	No, 37%
2013	Yes, 46%	No, 50%
2012	Yes, 45%	No, 54%
2011	Yes, 29%	No, 67%

Most Difficult-To-Fill Occupations

- Companies are having difficulty finding Machinists and CNC Machinists, which has been among the most difficult-to-fill position every year the study asked this question.
- Most of the occupations going unfilled require post-secondary education, although most do not require a four-year degree.

Most Difficult-To-Fill Occupations	Average Hourly Wage
1. General Labor/Operators	\$14.94
2. Machinist/CNC Machinist	\$23.76
3. Engineers	\$36.10
4. Welders	\$17.47
5. Industrial Maintenance/Electro-Mechs	\$26.22
6. Skilled Trades (electricians, pipefitters)	Varied
7. Assemblers	\$15.36

Skills Highest in Demand

- Many employers are finding the workforce deficient in “soft skills” (non-technical skills).
- Communication skills and attendance account for over half of the skills highest in demand.

Skills Highest in Demand
1. Attendance
2. Communication Skills
3. Accountability
4. Time Management
5. Technical Skills

RECOMMENDATIONS

For the ninth year in a row, companies responding to the survey verify the strength of the manufacturing sector in Northeast Wisconsin. More than half the manufacturers surveyed said they are investing in facilities. However, this financial optimism is tempered by another recurring finding – skilled workers are in high demand, but there are not enough qualified candidates to fill numerous job openings.

The Alliance is one part of the solution, providing a unified voice to advocate for the region’s manufacturing needs and communicating that the industry offers many lucrative careers. However, individual manufacturers can and must contribute to creating and retaining a dynamic, skilled workforce that will sustain and grow the region’s manufacturing base, today and into the future.

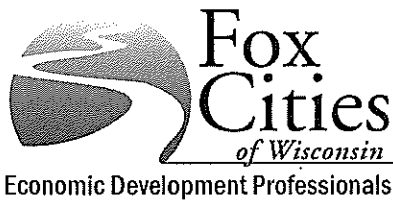
Jeffrey Sachse, Director of Research, produced the report. The NEW Manufacturing Alliance is a partnership of over 260 manufacturers, educational institutions, workforce development boards, chambers of commerce, and economic development in the 18-county New North region. For more information, see www.newmfgalliance.org and/or contact Ann Franz at (920) 498-5587 or ann.franz@nwtc.edu.

WAUPACA COUNTY ECONOMIC DEVELOPMENT CORP.

January 2019 Activities

- Prepare/Send federal & state payroll taxes.
- Prepare/Send municipal & county monthly reports.
- Prepare quarterly and year end state and federal tax reports.
- Work on Clintonville CDBG-ED application to the Department of Administration.
- Work with Corporation Counsel on Butler-Wilson RLF payments.
- Attend Department Heads meeting at Courthouse.
- Marketing Cooperative 2019 strategic planning meeting with WCEDC Board members in Clintonville at consultant's office.
- Attend New North Board of Directors meeting in Green Bay.
- Renew Visit Waupaca County web address/name.
- Attend Manawa Revitalization Committee meeting.
- Prepare meeting details/documents for WCEDC Board meeting in Clintonville.
- Attend Fox Valley Workforce Development Committee meeting in Oshkosh.
- Work on 2019 NE WI International Business Conference.
- Work on 2019 Marketing Cooperative budget and work plan.
- Work on 2019 WCEDC work plan.
- Work on proposed WCEDC entrepreneurship/micro-loan program.
- Set-up and meet with Weyauwega business to discuss expansion and possible incentive programs.
- Attend CDBG CLOSE Report & Application Training Webinar.
- Work on New London School District's March 2019 3rd Annual Career/Job Fair.
- Begin work on CDBG CLOSE process in order to finalize the Waupaca County Revolving Loan Fund amounts that will be returned to the WI Department of Administration (DOA).
- Begin work with Clintonville, New London & Marion to finalize the Memorandum of Understanding agreements that will fund part of the CLOSE amounts Waupaca County needs to return to the DOA.

**N3512 Dawn Drive – New London, Wisconsin 54961 – (920) 982-1582
Cell: (920) 810-0865 – Email: wcedc@charter.net - <http://www.wcedc.org>**



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, January 24, 2019
TIME: 12:00 p.m. – 1:00pm
PLACE: Village of Fox Crossing
2000 Municipal Drive, Fox Crossing, WI 54956
LUNCH: Lunch available for **\$10.00** each. Please RSVP to Brad Schmidt at bschmidt@ci.neenah.wi.us **NO LATER THAN 12:00 PM ON Tuesday, January 22nd.** 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 December 20, 2018

3. Host Presentation

- a. Village of Fox Crossing – Jeffrey Sturgell, Village Manager

4. Professional Development

- a. Guest Speaker – TBD

5. Collaborating to Advance our Economy

- a. Standing Reports of Aligned Partners
 1. Fox Cities Regional Partnership (Peter/Jennifer)
 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 (Connie)

6. Networking Initiatives

- a. Member updates

7. Call to Action

- a. Next Meeting: February 28, 2019 – City of Kaukauna

8. Adjourn

"Building relationships, advancing communities."

**FOX CITIES ECONOMIC DEVELOPMENT PROFESSIONALS
BOARD MEETING**

Fox Valley Technical College
December 20, 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: Mr. Jakel provided an update on the monthly Financial Statement for FCEDP.

B. Consent Agenda:

i. Minutes from November 15, 2018

ii. 2019 Meeting Calendar/Locations: Chair Schmidt announce a sign-up sheet would be circulated during the meeting and asked willing hosts to select a date to host a monthly meeting in 2019.

Ms. Homan made a motion to approve the consent agenda, seconded by Mr. Patza. Motion passed unanimously.

3. Presentation for FCEDP Outstanding Service Award

Chair Schmidt presented the Outstanding Service Award to Mr. Jakel. Chair Schmidt highlighted key projects in Kaukauna and the years of leadership and dedication Mr. Jakel has provided to FCEDP. Mr. Jakel graciously accepted the award.

4. Professional Development

Mr. Abe Weber, Airport Director for Appleton International Airport, provided a presentation that highlighted the recent accomplishments, statistics, and projects, along with future plans at the airport, which included:

- ATW was Ranked #4 of America's Fastest Growing Airports in 2018
- Overview of the 2018 Economic Impacts of ATW
- Recent Renovation and Terminal Expansion Project is Nearing Completion
- Update on Gulf Stream Expansion and Design Center Project
- Update on Air Wisconsin
- Update on Regional Aircraft Rescue and Firefighting (ARFF) Training Center, Scheduled to Open in Early 2020
- Future Plans for Replacement/Upgrade of Passenger Boarding Bridges
- Future Plans for Solar Carports

5. Presentation for FCEDP Outgoing Chair Award

Ms. Homan presented the Outgoing Chair Award to Chair Schmidt. Ms. Homan expressed appreciation from the group for the dedication and leadership Chair Schmidt provided to FCEDP during his service. Mr. Schmidt graciously accepted the award.

6. Host Presentation

Mr. Dale Walker, Director of Business & Industry Services for Fox Valley Technical College and Mr. Dave Wuestenberg, Economic Development Manager at Fox Valley

Technical College, provided a joint presentation on programming, recent statistics, and some of the newest programs and partnerships at FVTC, highlights included:

- Overview of FVTC Mission, Programming, Degree & Certificate Programs
- Service Area (FVTC serves over 50K annually)
- Workforce & Community Development Overview
- Overview of Fast Forward & Workforce Advancement Training
- Overview and Video Regarding OpenBook Project
 - Partnership with Miller Electric to Provide Interactive Welding Training for High School Students
 - Available at No Costs to Schools
 - Over 300 Welding Instructors Using Resource Nationwide
 - Over 8,700 Individual User Accounts Created

7. Collaborating to Advance our Economy

A. Standing Reports of Aligned Partners

1. Fox Cities Regional Partnership – Mr. Peter Tillman provided updates on recent RFI/RFP requests that have gone through the Partnership. Mr. Tillman also provided details on future plans for talent retention and K-12 initiatives. Mr. Tillman provided a brief summary on the recent Kimberly Clark tax incentives and emphasized the positive state-wide and long-term impacts of the incentives.
3. NEWREP – Mary Kohrell provided an update on the International Trade Conference.
6. WEDC - Mr. Jon Bartz provided an overview of WEDC activity for 2018. Mr. Bartz also updated the group on the Certified Sites Program, a webinar on the program is scheduled for January 2019.
8. ECWRPC - Mr. Tom Barron provided information on an upcoming feasibility study for commuter service along the I-41 corridor.
9. New North - Ms. Connie Loden provided a summary of the New North Summit. Ms. Loden also provided information on the New North Business Intelligence Survey results. An in-depth analysis of the survey results will be presented at St. Norbert College in De Pere on January 30, 2019.

8. Call to Action

The next meeting will be Thursday, January 24, 2019 at the Village of Fox Crossing.

9. Adjourn

Mr. Tillman made a motion to adjourn the meeting, seconded by Ms. Kohrell. Motion passed unanimously.

The meeting was adjourned at 1:15 PM.

FOX CITIES ECONOMIC DEVELOPMENT PROFESSIONALS

Meeting Sign-In

Date: December 20, 2018

Place: FVTC

	Name	Organization	Phone	Email
1.	Brad Schmidt	City of Neenah		Bschmidt@ci.neenah.wi.us.
2.	Dave Wuestenberg	Fox Valley Technical College		wuestenb@fvtc.edu
3.	Clodie Joden	New North		CLODIE@THENEWNORTH.COM
4.	Abe Weber	ATW		a.weber@atwairport.com
5.	Dale Walker	FVTC		Walkerd@fvtc.edu
6.	Kent Hager	New London		khager@newlondonwi.org
7.	Mike Patza	Grand Chute		
8.	Bob Jakel	Kaukauna		
9.	Kara Homan	Outagamie Co.		
10.	Michael Brown	Greenville		
11.	TOM BARON	ECWRPC		
12.	Jon Bantz	WEDC		
13.	Matt Rehbein	City of Appleton		
14.	Monica Stage	City of Appleton	832-3443	monica.stage@appleton.org
15.	Sam Schroeder	C. of Menasha	920-967-3851	sschroeder@ci.menasha.wi.us
16.	Dave DeTroye	Village of Hartsville	720 779 6011	admin@vohartsville.com
17.	Nikki Hessel	Future Neenah		nikki@neenah.org
18.	Bucky Bartoszek	Fox Cities Reg Fox Cities Area Chamber of Commerce	850-6800	bbartoszek@foxcitiesregion.com
19.	Peter Thillman	Regional Partnership	242-0689	peter@foxcitiesregion.com
20.	Mary Kohrell	Calumet County	920 849 1680	mary.kohrell@calumetcounty.org
21.				

(Over)

Economic Development Goals: 2018

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.
 - Promote home based businesses
 - Review current policies to see if they encourage home business
 - 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 FVTI 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, 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

[Return to Agenda](#)

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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