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### **AGENDA**

**Economic Development Committee  
Tuesday, June 25, 2019 – 4:30 PM  
New London City Council Chambers**

1. Call to Order.
2. Adopt agenda.
3. Approve May 28 minutes
4. Marketing update – Bill Zeinert, My Marketing Director
5. Discussion with Kari Moon, CESA 6 Web Applications Account Manager, New London app for the web
6. Discussion and possible action- cleaning and preparing Curt's old Barbershop building for mural
7. Updates and reports
  - Business update - April
  - Transportation survey – Dave and April
  - Riverfront development update – Dave and Ann Hunt
  - Article in Fox Cities magazine – worth the drive
8. Select activities and speakers for future meetings.
  - Becky Hurt – Waupaca Job Center – [beckyhurt.letc@gmail.com](mailto:beckyhurt.letc@gmail.com)
9. Public comment.
10. Adjournment.

David Morack, Council President

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, May 28, 2019 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, O'Connell, Administrator Hager, Ann Hunt and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Barrington to adopt the agenda, approved. The April 30th minutes were approved.
2. April Kopitzke informed the Committee that Kari Moon from the CDSA 6 was not able to attend the meeting as planned. April explained that the School District and the Chamber are working with CESA to develop a New London app for smartphones. Both the School District and the Chamber have signed on to implement this program. It is suggested that the City join the effort as well. The traditional web site is not user friendly for smartphone users and since the smartphone is the new tool for information, it only makes sense to prepare and implement a program to promote New London using this medium. The Committee agreed to consider participation in this effort. April will see if Kari can attend the next meeting to further discuss the program.
3. The Committee received an update regarding the City tourism efforts from April Kopitzke. The Chamber has rebranded their tourism promotion. They started with an update of their web site. They have updated their Instagram account and they have published a new rack card of information about New London activities. They are now revising their Facebook page. The Committee watched a new video promoting the region as sponsored by The New North. April will continue to provide tourism updates in the future.
4. April and Dave Morack informed the Committee that the Fox Cities Magazine will be featuring three communities this year in their upcoming publication regarding "where to drive in the Fox Cities." The communities are Manitowoc, Ripon and New London. The Committee discussed several options available to advertise the City in the upcoming magazine. Given that it is unlikely that New London will be featured any time in the near future, it is best for us to be an active participant in this undertaking now. The Mayor described a fold-out supplement to the magazine that he thought was very informative. The Tourism Commission has already agreed to share the advertising expense with the City for this effort. There was a motion by Zaug and seconded by Bishop to share the advertising cost with the Chamber for publication in the Fox Cities Magazine. Motion passed unanimously.
5. Ann Hunt provided the Committee with a brief update on the riverfront development and the proposed new library. Ann has visited with Randy Stadtmueller on several occasions. Randy is still 100% invested in the project and intends to keep it moving along. The most recent tax credit housing applications were reviewed by the state and awarded. The hope is to gain some information regarding what projects compete well so that our local project can get funded in the near future. The Library

fundraising effort is under way. Ann has been out informing the public of the project's details. Ann asked if the current sign on the property could be changed to better draw public interest in the proposed development. The Committee agreed. The Committee hopes that Randy is able to attend a future meeting.

6. Bill Zeinert from our marketing consulting firm, My Marketing Director was not available to attend the meeting. He will be asked to provide an update at the June meeting.
7. Dave and April talked about the transportation survey that is currently under way. The ThedaCare New London Community Health Team (CHAT) is seeking input from area residents regarding personal transportation issues. The information gathered will be used to help identify opportunities to improve transportation options for New London and Waupaca County. Everyone is encouraged to participate in the survey.
8. Kent reviewed his recent activities. Kent was thanked for his twenty years of service to the City.
9. The Mayor informed the Committee that Kelly and Season Polsin are making great progress with their proposal to beautify the City with a series of murals. They are looking at the first mural being located on the side of the old Curt' Barbershop building. This will be further discussed at the next Parks and Recreation Committee meeting and also at the next Economic Development Committee meeting.
10. The next Committee meeting will be held on Tuesday, June 25, 2019 at 4:30 pm.
11. There was no public comment.
12. Motion by Zaug and seconded by Steinhorst to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:48 pm.

Kent Hager, City Administrator

Date

5/16/2019

**Schmidt Construction**  
**E8076 Puuri Rd.**  
**Fremont, WI. 54940**  
**920-420-5798**

Work at

Season & Kelly Polsin  
E9131 Klatt Rd.  
Mukwa, WI. 549618631  
Work at: 201 S. Pearl St. New London

Description	Amount
Power wash, scrape and two coats of Black primer and paint to entire brick south wall facing grass	1,890.00
Paint and primer and all supplies	530.00
Lift rental for 3 days (300 per day)	900.00

All material is guaranteed to be as specified. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. We may withdraw this proposal if not accepted within 45 days.

Acceptance of Proposal \_\_\_\_\_ Date \_\_\_\_\_

**Total** \$3,320.00

# Painting

INSTEAD

DATE: 5-23-19

TIME: 1:00

NAME: [Redacted]  
ADDRESS: [Redacted]  
CITY: [Redacted]

PHONE: [Redacted]  
JOB NO: 915-217-9191

The price quoted is subject to the following conditions for your approval:  
The price is for the items listed and does not include a sign or other items.

Description of work	Total
- HIGH CUT - 10' HIGH	750.00
- HIGH WORK	
- SCRAP OFF ALL OLD PAINT	
- REMOVE SMALL PAINT	
- PRIME COMPLETELY BLACK	
- FINAL COAT BLACK	
- ALL PAINT SUPPLIES INCLUDED IN PRICE	38.15
- ESTIMATED 10-15 GALLONS PRIME	
- 10-15 GALLONS FINAL COAT	

This quotation is valid for a period of 30 days from the date of quoting.  
Any extra work other than that quoted above will be charged accordingly.

Proposed Start Date:

WITHIN NEXT 2 WEEKS

For use on behalf of the Customer:  
Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

For use on behalf of the Painter:  
Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_