

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, September 24, 2019 – 4:30 PM
New London City Council Chambers

1. Call to Order.
2. Adopt Agenda.
3. Approve August 27, 2019 minutes.
4. 2020 Services Agreement w/ Bill Zeinert
 - a. Consulting Services Agreement – Alternative will be a handout at meeting
 - b. Consulting Services Agreement
5. Riverfront development update.
6. Residential development update
7. Review Committee's 2019 goals
8. Updates and reports; Business Update – April
9. Select activities and speakers for future meetings.
 - a) Becky Hurt – Waupaca Job Center – beckyhurt.letc@gmail.com
 - b) Sandy DuFrane – real estate update
10. Public Comment.
11. 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, August 27, 2019 – 4:30 PM - New London City Council Chambers

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

Also present: Mayor Henke(out at 5:30), Ann Hunt, Lori Van Alstine, Joe Van Alstine, Tom O'Connell, Tom McHugh, Scott Bleck, Jackie Beyer and E. Buchingberg

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Zaug / Pinch to adopt the agenda, approved. The June 25th minutes were approved.
2. Scott Bleck, District Administrator, New London School District, introduced himself and spoke about his plans to keep the School District going forward and upward.
3. Riverfront Development Update- Ann Hunt introduced Lori Van Alstine, who is working on promoting the new Library project. Lori spoke about fundraising for the Library and the need for the City to engage in the effort, in order to dispel hesitancy by the public. Ideas were discussed to raise public awareness for the project. Flyers in the utility bills, stuffers in grocery bags were discussed. A resolution by the Council to create a TIF district was discussed. *Zaug/Faucher to have a Resolution for a TIF District go to the next Finance meeting.* Carried unanimously. It was also suggested that a rep from SEH be invited to the next meeting.
4. Residential Development proposal- Tom McHugh, developer, was present to speak about his interest to develop affordable housing in the City. He spoke about incentive programs being used in the Fox Valley, to assist developers in creating housing at a more affordable selling price. He is looking at a parcel in the City, which would allow for 26 potential new builds, and asked the group to look into how they could work together on a mutually beneficial program.
5. World Economic Development Alliance (WEDA) proposal- Lou Leone explained the program as one that recruits business on a national level. The cost for this first year is reduced substantially, coming in at \$9,500. This is a measurable ROI product according to Leone. *Zaug/Faucher to recommend to Council for approval.* Carried unanimously.
6. Welcome packets and incentives- April Kopitzke told about her welcome to new businesses. She stated there is an interest in some incentives for new business. The most asked about are tax credits. The question of a rented building vs. owned was discussed, in regards to property tax credits. Lou was asked to look into what the Fox Cities does for these incentives.
7. Committee's 2019 goals- will be reviewed next month.
8. 2020 Proposed Budget- The budget will be reviewed next year for any items that could be discontinued for more results based expenditures.
9. April updated the group on four business changes/relocations: Kist Kandies and Ice Cream(new), MK Flooring(new), Malliet Travel (relocation) and Quality Inn (remodel).

10. Future Activities and Speakers – The invitation of a rep from SEH was discussed, possibly combining with the next Finance meeting if possible. Also discussed was inviting local realtors to the meetings, to get their input on home buyers interests with regards to the City.

11. Public Comment- Scott Bleck reminded the group that school starts on Sept 3rd, and to please be mindful of students and busses.

12. Motion by Zaug and seconded by O'Connell to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 6:10 p.m.

CONSULTING SERVICES AGREEMENT

This consulting services agreement is between The CITY OF NEW LONDON (the "Company") and BILL ZEINERT, LLC, a limited liability company (the "Consultant").

The Company is in the business of ECONOMIC DEVELOPMENT and wants to engage the Consultant to describe specific tasks of Consultant.

The Consultant has performed the same or similar activities for others.

The parties therefore agree as follows:

1. ENGAGEMENT; SERVICES.

- (a) **Engagement.** The Company retains the Consultant to provide, and the Consultant shall provide, the services described in Exhibit A (the "Services").
- (b) **Services.** Without limiting the scope of Services described in Exhibit A, the Consultant shall:
 - (i) perform the Services set forth in Exhibit A. However, if a conflict exists between this agreement and any term in Exhibit A, the terms in this agreement will control;
 - (ii) devote as much productive time, energy, and ability to the performance of [his] duties under this agreement as may be necessary to provide the required Services in a timely and productive manner;
 - (iii) perform the Services in a safe, good, and workmanlike manner by fully trained, skilled, competent, and experienced personnel using at all times adequate equipment in good working order;
 - (iv) communicate with the Company about progress the Consultant has made in performing the Services;
 - (v) supply all tools, equipment, and supplies required to perform the Services, except if the Consultant's work must be performed on or with the Company's equipment;
 - (vi) provide services (including the Services) and end products that are satisfactory and acceptable to the Company and free of defects; and
 - (vii) remove, replace, or correct all or any portion of the work or end products found defective or unsuitable, without additional cost or risk to the Company.

- (c) **Legal Compliance.** The Consultant shall perform the Services in accordance with standards prevailing in the Company's industry, and in accordance with applicable laws, rules, or regulations. The Consultant shall obtain all permits or permissions required to comply with those standards, laws, rules, or regulations.
- (d) **Company's Obligations.** The Company shall make timely payments of amounts earned by the Consultant under this agreement and notify the Consultant of any changes to its procedures affecting the Consultant's obligations under this agreement at least 30 days before implementing those changes.

2. TERM AND TERMINATION.

- (a) **Term.** This agreement will become effective as described in section 21. Unless it is terminated earlier in accordance with subsection 2(b), this agreement will continue until the Services have been satisfactorily completed and the Consultant has been paid in full for those Services (the "Term")
- (b) **Termination.** This agreement may be terminated:
 - (i) by either party on provision of 30 days' written notice to the other party, with or without cause;
 - (ii) by either party for a material breach of any provision of this agreement by the other party, if the other party's material breach is not cured within Number days of receipt of written notice of the breach; [or]
 - (iii) by the Company at any time and without prior notice, if the Consultant is convicted of any crime or offense, fails or refuses to comply with the written policies or reasonable directives of the Company, or is guilty of serious misconduct in connection with performance under this agreement.
 - (iv) automatically, on the death of the Consultant.
- (c) **Effect of Termination.** After the termination of this agreement for any reason, the Company shall promptly pay the Consultant for Services rendered before the effective date of the termination. No other compensation, of any nature or type, will be payable after the termination of this agreement.

3. COMPENSATION.

- (a) **Terms and Conditions.** The Company shall pay the Consultant in accordance with Exhibit A.
- (b) **No Payments in Certain Circumstances.** No payment will be payable to the Consultant under any of the following circumstances:

- (i) if prohibited under applicable government law, regulation, or policy;
 - (ii) if the Consultant did not directly perform or complete the Services described in Exhibit A;
 - (iii) if the Consultant did not perform the Services to the reasonable satisfaction of the Company; or
 - (iv) if the Services performed occurred after the expiration or termination of the Term, unless otherwise agreed in writing.
- (c) **No Other Compensation.** The compensation set out above and in Exhibit A will be the Consultant's sole compensation under this agreement.
- (d) **Expenses.** Any ordinary and necessary expenses incurred by the Consultant or its staff in the performance of this agreement will be the Consultant's sole responsibility.
- (e) **Taxes.** The Consultant is solely responsible for the payment of all income, social security, employment-related, or other taxes incurred as a result of the performance of the Services by the Consultant under this agreement, and for all obligations, reports, and timely notifications relating to those taxes. The Company has no obligation to pay or withhold any sums for those taxes.
- (f) **Other Benefits.** The Consultant has no claim against the Company under this agreement or otherwise for vacation pay, sick leave, retirement benefits, social security, worker's compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind.

4. NATURE OF RELATIONSHIP; INVENTIONS.

(a) **Independent Contractor Status.**

- (i) The relationship of the parties under this agreement is one of independent contractors, and no joint venture, partnership, agency, employer-employee, or similar relationship is created in or by this agreement. Neither party may assume or create obligations on the other party's behalf, and neither party may take any action that creates the appearance of such authority.
- (ii) The Consultant has the sole right to control and direct the means, details, manner, and method by which the Services will be performed, and the right to perform the Services at any time, place, or location. The Consultant or the Consultant's staff shall perform the Services, and the Company is not required to hire, supervise, or pay any assistants to help the Consultant perform those Services. The Consultant shall provide insurance coverage for it self and its staff.

5. USE OF TRADEMARKS.

The Consultant may use, reproduce, and distribute the Company's service marks, trademarks, and trade names (if any) (collectively, the "Company Marks") in connection with the performance of the Services. Any goodwill received from this use will accrue to the Company, which will remain the sole owner of the Company Marks. The Consultant may not engage in activities or commit acts, directly or indirectly, that may contest, dispute, or otherwise impair the Company's interest in the Company Marks. The Consultant may not cause diminishment of value of the Company Marks through any act or representation. The Consultant may not apply for, acquire, or claim any interest in any Company Marks, or others that may be confusingly similar to any of them, through advertising or otherwise. At the expiration or earlier termination of this agreement, the Consultant will have no further right to use the Company Marks, unless the Company provides written approval for each such use.

6. CONFIDENTIAL INFORMATION.

- (a) **Confidentiality.** During the Term, the Consultant may have access to or receive certain information of or about the Company that the Company designates as confidential or that, under the circumstances surrounding disclosure, ought to be treated as confidential by the Consultant ("**Confidential Information**"). Confidential Information includes information relating to the Company or its current or proposed business, financial statements, budgets and projections, customer identifying information, potential and intended customers, employers, products, computer programs, specifications, manuals, software, analyses, strategies, marketing plans, business plans, and other confidential information, provided orally, in writing, by drawings, or by any other media. The Consultant will treat the Confidential Information as confidential and will not disclose it to any third party or use it for any purpose but to fulfill its obligations in this agreement. In addition, the Consultant shall use due care and diligence to prevent the unauthorized use or disclosure of such information.
- (b) **Exceptions.** The obligations and restrictions in subsection (a) do not apply to that part of the Confidential Information the Consultant demonstrates:
 - (i) was or becomes generally publically available other than as a result of a disclosure by the Consultant in violation of this agreement;
 - (ii) was or becomes available to the Consultant on a nonconfidential basis before its disclosure to the Consultant by the Company, but only if:
 - A. the source of such information is not bound by a confidentiality agreement with the Company or is not otherwise prohibited from transmitting the information to the Consultant by a contractual, legal,

fiduciary, or other obligation; and

- B. the Consultant provides the Company with written notice of its prior possession either (I) before the effective date of this agreement or (II) if the Consultant later becomes aware (through disclosure to the Consultant) of any aspect of the Confidential Information as to which the Consultant had prior possession, promptly on the Consultant so becoming aware;

(iii) is requested or legally compelled (by oral questions, interrogatories, requests for information or documents, subpoena, civil or criminal investigative demand, or similar processes), or is required by a regulatory body, to be disclosed. However, the Consultant shall:

- A. provide the Company with prompt notice of these requests or requirements before making a disclosure so that the Company may seek an appropriate protective order or other appropriate remedy; and
- B. provide reasonable assistance to the Company in obtaining any protective order.

If a protective order or other remedy is not obtained or the Company grants a waiver under this agreement, the Consultant may furnish that portion (and only that portion) of the Confidential Information that, in the written opinion of counsel reasonably acceptable to the Company, the Consultant is legally compelled or otherwise required to disclose. However, the Consultant shall make reasonable efforts to obtain reliable assurance that confidential treatment will be accorded any part of the Confidential Information disclosed in this way; or

(iv) was developed by the Consultant independently without breach of this agreement.

(c) Obligation to Maintain Confidentiality.

- (i) **Confidentiality.** At all times during its work with the Company, the Consultant shall hold in strictest confidence, and not use, except for the benefit of the Company, or to disclose to any person, firm, or corporation without the prior written authorization of the Board of Directors of the Company, any of the Company's Confidential Information.

(d) Remedy. Money damages may not be a sufficient remedy for any breach of this section by the Consultant and, in addition to all other remedies, the Company

may seek (and may be entitled to) as a result of such breach, specific performance and injunctive or other equitable relief as a remedy.

7. OTHER ACTIVITIES.

During the Term, the Consultant is free to engage in other independent contracting activities, except that the Consultant may not accept work, enter into contracts, or accept obligations inconsistent or incompatible with the Consultant's obligations or the scope of Services to be rendered for the Company under this agreement.

8. INDEMNIFICATION.

- (a) **Of Company by Consultant.** At all times after the effective date of this agreement, the Consultant shall indemnify the Company (collectively, the "Company Indemnitees") from all damages, liabilities, expenses, claims, or judgments (including interest, penalties, reasonable attorneys' fees, accounting fees, and expert witness fees) (collectively, the "Claims") that any Company Indemnitee may incur and that arise from:
- (i) the Consultant's gross negligence or willful misconduct arising from the Contractor's carrying out of its obligations under this agreement;
 - (ii) the Consultant's breach of any of its obligations or representations under this agreement; or
 - (iii) the Consultant's breach of its express representation that it is an independent contractor and in compliance with all applicable laws related to work as an independent contractor. If a regulatory body or court of competent jurisdiction finds that the Consultant is not an independent contractor or is not in compliance with applicable laws related to work as an independent contractor, based on the Consultant's own actions, the Consultant will assume full responsibility and liability for all taxes, assessments, and penalties imposed against the Consultant or the Company resulting from that contrary interpretation, including taxes, assessments, and penalties that would have been deducted from the Consultant's earnings if the Consultant had been on the Company's payroll and employed as a Company employee.
- (b) **Of Consultant by Company.** At all times after the effective date of this agreement, the Company shall indemnify the Consultant from all Claims that the Consultant Indemnites may incur arising from:
- (i) the Company's operation of its business;

(ii) the Company's breach or alleged breach of, or its failure or alleged failure to perform under, any agreement to which it is a party; or

(iii) the Company's breach of any of its obligations or representations under this agreement. However, the Company is not obligated to indemnify the Consultant if any of these Claims result from the Consultant's own actions or inactions.

9. FORCE MAJEURE.

A party will be not be considered in breach or in default because of, and will not be liable to the other party for, any delay or failure to perform its obligations under this agreement by reason of fire, earthquake, flood, explosion, strike, riot, war, terrorism, or similar event beyond that party's reasonable control (each a "Force Majeure Event"). However, if a Force Majeure Event occurs, the affected party shall, as soon as practicable:

- (a) notify the other party of the Force Majeure Event and its impact on performance under this agreement; and
- (b) use reasonable efforts to resolve any issues resulting from the Force Majeure Event and perform its obligations under this agreement.

10. GOVERNING LAW.

- (a) **Choice of Law.** The laws of the state of Wisconsin govern this agreement (without giving effect to its conflicts of law principles).

11. AMENDMENTS.

No amendment to this agreement will be effective unless it is in writing and signed by a party or its authorized representative.

12. ASSIGNMENT AND DELEGATION.

- (a) **No Assignment.** Neither party may assign any of its rights under this agreement, except with the prior written consent of the other party, which consent shall not be unreasonably withheld. All voluntary assignments of rights are limited by this subsection.
- (b) **No Delegation.** Neither party may delegate any performance under this agreement, except with the prior written consent of the other party, which consent shall not be unreasonably withheld.

- (c) **Enforceability of an Assignment or Delegation.** If a purported assignment or purported delegation is made in violation of this section 14, it is void.

13. COUNTERPARTS; ELECTRONIC SIGNATURES.

- (a) **Counterparts.** The parties may execute this agreement in any number of counterparts, each of which is an original but all of which constitute one and the same instrument.
- (b) **Electronic Signatures.** This agreement, agreements ancillary to this agreement, and related documents entered into in connection with this agreement are signed when a party's signature is delivered by facsimile, email, or other electronic medium. These signatures must be treated in all respects as having the same force and effect as original signatures.

14. SEVERABILITY.

If any one or more of the provisions contained in this agreement is, for any reason, held to be invalid, illegal, or unenforceable in any respect, that invalidity, illegality, or unenforceability will not affect any other provisions of this agreement, but this agreement will be construed as if those invalid, illegal, or unenforceable provisions had never been contained in it, unless the deletion of those provisions would result in such a material change so as to cause completion of the transactions contemplated by this agreement to be unreasonable.

15. NOTICES.

- (a) **Writing; Permitted Delivery Methods.** Each party giving or making any notice, request, demand, or other communication required or permitted by this agreement shall give that notice in writing and use one of the following types of delivery, each of which is a writing for purposes of this agreement: personal delivery, mail (registered or certified mail, postage prepaid, return-receipt requested), nationally recognized overnight courier (fees prepaid), facsimile, or email.
- (b) **Addresses.** A party shall address notices under this section 15 to a party at the following addresses:

If to the Company:
Lou Leone
City of New London
215 N. Shawano St.
New London, WI 54961

If to the Consultant:
Bill Zeinert

272 McKinley Ave.
Clintonville, WI 54929

- (c) **Effectiveness.** A notice is effective only if the party giving notice complies with subsections (a) and (b) and if the recipient receives the notice.

16. WAIVER.

No waiver of a breach, failure of any condition, or any right or remedy contained in or granted by the provisions of this agreement will be effective unless it is in writing and signed by the party waiving the breach, failure, right, or remedy. No waiver of any breach, failure, right, or remedy will be deemed a waiver of any other breach, failure, right, or remedy, whether or not similar, and no waiver will constitute a continuing waiver, unless the writing so specifies.

17. ENTIRE AGREEMENT.

This agreement constitutes the final agreement of the parties. It is the complete and exclusive expression of the parties' agreement about the subject matter of this agreement. All prior and contemporaneous communications, negotiations, and agreements between the parties relating to the subject matter of this agreement are expressly merged into and superseded by this agreement. The provisions of this agreement may not be explained, supplemented, or qualified by evidence of trade usage or a prior course of dealings. Neither party was induced to enter this agreement by, and neither party is relying on, any statement, representation, warranty, or agreement of the other party except those set forth expressly in this agreement. Except as set forth expressly in this agreement, there are no conditions precedent to this agreement's effectiveness.

18. HEADINGS.

The descriptive headings of the sections and subsections of this agreement are for convenience only, and do not affect this agreement's construction or interpretation.

19. EFFECTIVENESS.

This agreement will become effective when all parties have signed it. The date this agreement is signed by the last party to sign it (as indicated by the date associated with that party's signature) will be deemed the date of this agreement.

20. NECESSARY ACTS; FURTHER ASSURANCES.

Each party shall use all reasonable efforts to take, or cause to be taken, all actions necessary or desirable to consummate and make effective the transactions this agreement contemplates or to evidence or carry out the intent and purposes of this agreement.

Each party is signing this agreement on the date stated opposite that party's signature.

BILL ZEINERT LLC,

Date: _____

By: _____
Name: William Zeinert
Title: Owner

CITY OF NEW LONDON

Date: _____

By: _____
Name: Lou Leone
Title: City Administrator

DUTIES, SPECIFICATIONS, AND COMPENSATION

1. DUTIES.

The Consultant shall perform the following services from January 1, 2020 through December, 31 2020

Economic Development Video Media Placement

- Plan and execute social media buy throughout 2020 at \$500/month in media spending with a \$350/month management fee (\$850 per month\$10,200/year) January 1, 2020 – December 31 2020.
 - Purchase targeted audience views and impressions
 - Monitor buys for efficiency and accuracy
 - Report reach, frequency and spending

2. COMPENSATION.

Media costs and placement fees are billed on the 1st of each month and are due by the 30th of each month.

Media costs are not billed direct to client by media outlets.

All digital media is placed by Bill Zeinert LLC and billed to Bill Zeinert LLC, serving as agent for the CLIENT.

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.