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**AGENDA**  
**Economic Development Committee**  
**January 28, 2019 – 4:30 PM**  
**New London City Council Chambers**

1. Call to Order
2. Adopt Agenda
3. Approve November 26, 2019, Minutes
4. Speaker: Billie Olson, Realtor/Consultant, Coldwell Banker
5. School District Building Project (Scott Bleck)
6. Update on Riverfront Development Project
7. Review and approve WEDA Invoice
8. Approve WCEDC Invoice
9. Updates and Reports
  - a. Business Update – April
  - b. Administrator Update
10. Downtown Revitalization Committee Minutes
  - a. November 20, 2019
  - b. December 18, 2019
11. Select activities and speakers for future meetings
  - a. Becky Hurt – Waupaca Job Center ([beckyhurt.letc@gmail.com](mailto:beckyhurt.letc@gmail.com))
  - b. Oliver Buechse – Advancing AI Wisconsin
12. Public Comment
13. Adjourn.

Lou Leone, 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 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, November 26, 2019 – 4:30 PM - New London City Council Chambers**

Members present: Morack, Leone, Pinch, Faucher, Steinhorst, Zaug, Kopitzke, Student Members S. Watling and M. Schmidt, Asman and Bishop. Thompson and Johnson absent.  
Also present: Ann Hunt, Tom O'Connell, and J. Beyer

Public present: Lynn Aprill, Terry Wegner, Scott Bleck, Missy Porath, Laura Marker, and Becky Marquardt.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/ Pinch to adopt the agenda, approved. The October 29th minutes were approved.
2. Lynn Aprill, from CESA 8 gave a presentation on the "Inspire" program. This covered an Academic and Career Planning program available at the schools that subscribe. The company, called 'Xello', offers an interactive way for students to research careers and develop a plan on how to reach those career goals.
3. Riverfront Development Update- Lou Leone gave an update on the project, stating it has been pushed back one year to allow for a better plan regarding the TIF district and the flood fringe management. The 6 acres at the river front and an empty lot across from the Library are part of this plan. The Utilities and the Public Works are working on the infrastructure needs, to get a cost on those items. By this time next year, all of these things should be aligned and applications for funds finished.
4. Leone reported info from other communities in regard to how they are assisting developers and encouraging growth.
5. Committee's Goals 2019 – the list was discussed. There were suggestions on revisions. Priorities were discussed, namely retaining current businesses and communication lines with those businesses being top priority. Also discussed were the committee's expectations for reports on a monthly and quarterly basis.
6. April Kopitzke from the Chamber gave her business updates. Nail and Spa has opened a second location at 1275 N Shawano St, offering manicures and pedicures. Super Lube is now 'Take 5 Oil Change'. Opening Soon is new business 'Innovative Industrial Staffing, Inc.' and also Mark Christopher Law Office at 209 N. Water St.
7. Future Activities and Speakers –  
Becky Hurt – Waupaca Job Center – [beckyhurt.letc@gmail.com](mailto:beckyhurt.letc@gmail.com)  
Oliver Buechse- Advancing AI Wisconsin
8. Public Comment- Scott Bleck spoke about the great conversation regarding the Inspire program. Terry Wegener recommended having Oliver Buechse speak about the AI program. He also spoke about the city working in collaboration with other cities, to fill resource needs, citing shared services help all.
9. Motion by O'Connell/ M.Schmidt to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:32 p.m.

Respectfully Submitted,  
Jackie Beyer, City Clerk

Global Site Location Industries, LLC  
3010 LBJ Freeway  
Suite 625  
DALLAS, TX 75234 US



INVOICE # 20689  
DATE 09/25/2019  
DUE DATE 09/25/2019  
TERMS Due on receipt

# INVOICE

**BILL TO**  
Lou Leone  
City of New London  
215 N Shawano St  
New London, WI 54961  
United States

PLEASE DETACH TOP PORTION AND RETURN WITH YOUR PAYMENT.

**SALES EXECUTIVE**  
Brooke Edwards

**ISSUE**  
Nov/Dec 2019

ACTIVITY	QTY	RATE	AMOUNT
<b>Lighthouse ED 360</b> Email Nurturing Product and Initial Set up	1	9,950.00	9,950.00

Global Site Locations Industries is the parent company of the World  
Economic Development Alliance and Global Trade Magazine.

**PAYMENT** 9,500.00  
**BALANCE DUE** **\$450.00**

Please make all checks payable to:

Global Site Location Industries, LLC

Remit Payments to:  
Global Site Location Industries, LLC  
3010 LBJ Freeway | Suite 625  
Dallas, Texas 75234

Att: Accounting

# **W** AUPACA CO. ECONOMIC DEVELOPMENT CORP.

## **INVOICE**

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Mr. Lou Leone, City Administrator  
City of New London  
215 N. Shawano Street  
New London, Wisconsin 54961

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2020 Membership Contribution for the City of New London: **\$5,685.00**

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Please remit payment to:  
Waupaca County Economic Development Corporation  
N3512 Dawn Drive  
New London, WI 54961

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The WCEDC Board of Directors has approved using 2010 Census population numbers as the basis for membership contributions. Your 2010 Census population number is **5,685**. Please use this number when you are planning for your 2021 budget. Thank you for your continued support of the WCEDC, and if you have any questions regarding this invoice, please contact me at one of the phone numbers or email address listed below.

Sincerely,



David Thiel, Executive Director  
Waupaca County Economic Development Corporation

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



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## Down Town Sub-Committee

12 p.m. Wednesday, November 20<sup>th</sup>, 2019  
New London Area Chamber of Commerce

### MINUTES

**Members:** Karen Duch Robin Joy Ernst, Carrie Katerzynske, Lou Leone, Leah Seavecki, Tammy Vanevenhoven, Season Polsin and April Kopitzke,

Unable to attend: Brandi Buss and Lynn Tank

#### 1. Identify Potential Opportunities

- a. April reviewed Pop Up research and news with committee. Ultimately, committee has decided that April will create a guideline to utilize for building owner buy-in before presenting to any potential entrepreneurs. Guideline will be shared by City of New London, Business Guide and Chamber.
- b. April gave Business updates on:
  - i. Nail Spa (2 locations both on Shawano St. One by plaza next to Walmart and the other replaced Cash Advance next to Coldwell Banker.
  - ii. Super Lube-Take 5 out on Shawano Street by Walmart.
  - iii. Tuffy Boats is working with owner of former Dollar General building to expand.
  - iv. Pastor Jose'—second walkthrough of Grand Cinema, working on land contract. Made offer on Bult's Bakery, former Passing Time Too building (apartment needs to be redone). Working on plans with current owners of grassy lot on North Water St. by Lynn Tank. Filled 1 vacancy on North Water St. and waiting on roof issue for the second building. Hope to have filled by the time the holidays pass. Staying in consistent communication with the chamber.
  - v. Follow up response on Empower Real Estate. "Everything is moved up and we are waiting for the back half of the building to be approved to be repaired. So right now I'm operating as normal just have been using the Appleton office until Pearl Street is repaired".
  - vi. Follow up on Jolly Rogers—Season—Leahy's will continue to use additional buildings for storage.

#### 2. Partner with the Art League

- a. Season reviewed exciting updates for mural project(s). Went to New London Economic Development Committee to request \$15,000 City match for large, colorful mural / painting on South side of North Water Street buildings. City is negotiating with Planning Commission. 2020 will bring 40 new murals with 30 leaders. Next meeting is December 11<sup>th</sup> 6:30 p.m. at Senior Center.

#### 3. Review Of Timeline

- a. Lou reviewed City efforts: Downtown Riverfront Development—delayed for one year, but still happening. Have added grassy vacant lot between St. John's Food Pantry and Longevity Nutrition to development plans. Will also be developing south-side of Riverwalk area from Karen Gething's building to Hilker Trucking to connect area west of Pearl Street Bridge. Vision of updates will encourage more parades, activities along the riverfront. Lynn April will be at next Economic Development meeting to discuss how Inspire Technology works with businesses and students. Sister Cities with Shamrock Club of New Dublin is in the works.

#### 4. WPPI Economic Development Grant

- a. April shared the WPPI Economic Development Grant was denied. The group will discuss how we can go back and create a project for these specific funds.

#### 5. Action Items

#### 6. Other Business

- a. New London Connect App is well on its way. City of New London, School District and Chamber are working on dashboard material to launch the app January 2020.
- b. April was asked to join advisory committee for a potential Habitat for Humanity—Rock the Block project happening in 2020 / 2021. More details will come through as meetings begin.
- c. Bazaar After Dark will take place June 6<sup>th</sup>, 2020 in downtown New London. As meetings begin, the Wolf River Art League will be invited to complete mural project on same night.

**7. Adjourn**

**8. Next Meeting will be December 18<sup>th</sup>, 12 p.m. 2019 at the Chamber—Time and Date: TBD**

Information from Chad Hoerth—Director of Public Service

I just saw that last week the DOT released the grant information for the STP-Urban grant. This is the grant we applied for the downtown reconstruction project last year. For this new cycle, the grants are due on October 15th, 2019 with the anticipated award date on February 25, 2020. I have a conference call set up with our DOT rep so I can ask her a few questions about the process.



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chamber@newlondonwi.org  
www.newlondonchamber.com

**Down Town Sub-Committee**  
**12 p.m. Wednesday, December 18<sup>th</sup>, 2019**  
**New London Area Chamber of Commerce**

**Minutes**

**Members:** Brandi Buss, Karen Duch, Carrie Katerzynske, Lou Leone, Leah Seavecki, Lynn Tank, Season Polsin, Lori Van Alstine and April Kopitzke, Robin Joy Ernst, Brandi Buss, Tammy Vanevenhoven and Bob Van Asten

Unable to attend:

1. **Welcomed Special Guest**—Pete Bosquez, Waupaca County Board and New London School Board—Shared projects happening throughout Waupaca County while participating on Parks Committee and the Greenway Commission.
2. **Pop Up Guidelines**
  - a. Guideline will be shared by City of New London, Business Guide and Chamber.
    - i. Created Specialty Leasing / Retailer Application for pop-ups
    - ii. Still working on guidelines to share with commercial owners—needs to be willing to consider a lease agreement outside of the norm. Weeks / Months. Create a pricing sheet guideline.
3. **Partner with the Art League**
  - a. Season reviewed 2020 murals. Looking for any volunteer help available for murals. April will contact 7/11 Club and Golden Girls to see if they have any interest doing brat fry's during murals to help Wolf River Art League raise funds towards future projects and murals. April will reach out to Island Music to find different artists who may want to play during the murals to encourage donations on the spot. Art League has Mid-Winter Art Show February 8<sup>th</sup> and 9<sup>th</sup>.
4. **Review Of Timeline**
  - a. 4/2018 Created Mission: To identify best practices for building rural prosperity and community pride throughout the New London downtown area.
  - b. Formulated a focus around vacancies with North Water Street 1<sup>st</sup> priority
  - c. Education—Sent out the façade grants
  - d. Sent out surveys—gain pulse on downtown organizations 31 sent out / 6 came back
  - e. Formulated ideas to roll out to retain or recruit new businesses
    1. E-Seed Program—Amy Peitch
    2. Huntington Bank—Business Incubator
    3. Created New business packets and Relocation Packets
    4. Tourism rebrand rack cards handed out
    5. Business Education Classes—SBDC
    6. Tourism Tours—Molly creating a business list
  - f. Partnered with the Wolf River Art League—Mission to restore and revitalize downtown with color in line with our mission statement.
  - g. Ideas going into 2020
    1. Pearl Street Vacancies
    2. Mural Projects happening
  - ii. Lori Van Alstine shared her experience with Main Street Program in Waupaca. Involved businesses, City and State funding a full-time position to revitalize downtown and participate in meetings that provide guidance. Lori will be looking into this project to verify if there is any sort of program that fits what New London Revitalization Committee is working towards.
5. **WPPI Economic Development Grant**
  - a. Provided small update-- Program is going to change for 2020 so let me get in touch with you after the New Year on what it might look like.

**6. Action Items**

**7. Other Business**

- a. Habitat for Humanity—Rock the Block—waiting to hear more.
- b. Bazaar After Dark—June 6<sup>th</sup> Waiting to hear more from Fox Cities Chamber, murals will be happening downtown during.

**8. Meeting Cadence:** Discussed moving meetings to bi-monthly, but decided to keep structure on a monthly basis. This is the 8<sup>th</sup> meeting. In 2018, we met quarterly but started meeting monthly late this year.

**9. Adjourn**

**10. Next Meeting will be January 15<sup>th</sup>, 12 p.m. 2020 at the Chamber**

**ALL ARE WELCOME TO THIS SUB-COMMITTEE MEETING, PLEASE SHARE WITH ANYONE YOU FEEL WOULD BE INTERESTED IN IDENTIFYING BEST PRACTICES FOR BUILDING RURAL PROSPERITY AND COMMUNITY PRIDE THROUGHOUT THE NEW LONDON DOWNTOWN AREA.**