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2) You can watch the meeting via the zoom app. Go to the following link to download and watch via the zoom app: <https://us02web.zoom.us/j/87389997168?pwd=VGNOR2RkR1RqVIZLVEVIRDZndtdz09> You will be asked to download and install the zoom app on your computer or phone and provide your name and email address. **-OR-**

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## **AGENDA**

### **Economic Development Committee Tuesday, November 17<sup>th</sup>, 2020 – 4:30 PM New London City Council Chambers**

Meeting Documents

1. Call to Order
2. Adopt agenda
3. Approve the October 27<sup>th</sup>, 2020 minutes
4. Introduce new Student Committee members
5. Update on the Downtown Riverfront Development/ review developer proposals for site
6. Review proposed survey for New London Businesses
7. Updates and reports
  - a. Business update – April
  - b. City Administrator Report
8. Select activities and speakers for future meetings
  - a. Discuss next step options for Claritas Marketing Information
  - b. Scott Bleck- District Administrator, New London School District
  - c. 2020/2021 Economic Development Goals
  - d. Oliver Buechse – Advancing AI Wisconsin
9. Public comment
10. Adjournment

**David Morack, Chairman  
Economic Development Committee**

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# CITY OF NEW LONDON

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## Memorandum

TO: Economic Development Committee  
FROM: Chad Hoerth, City Administrator  
RE: November 17, 2020 Committee Meeting  
DATE: November 13<sup>th</sup>, 2020

Introduce new Student Committee members- As Chairman Morack reported at the last committee meeting, Mayor Herter has appointed two new student representatives to the Economic Development Committee. At the meeting we will introduce Alaena Wolf and Kenidi Lathrop as our new Student Representatives.

Update on the Downtown Riverfront Development/ review developer proposals for site- I've been in contact with the two developers who are interested in the site. At this point one of these developers will provide an update at the committee meeting, and I'm still waiting to hear back from our second prospective developer.

Review proposed survey for New London Businesses- As discussed at the last committee meeting, April Kopitzke proposed doing a survey with our local businesses to gain more input on how the Covid-19 pandemic has affected our local business community. April will either email out the survey before the meeting or bring it directly to the meeting for review.

### City Administrator Report

- Potential Development in the NE Industrial Business Park- I continue to work with the owners of Midwest Properties C.D. Inc. on their plans for developing in the NE Industrial Park. I found out that we do not have Electrical or Natural Gas services in the area where the developer would like to build. I'm working with NL Utilities in getting the electrical service to the site and need to work with WE Energies on the natural gas side. Unfortunately on the natural gas side, the city will need to pay the upfront cost for installing the gas main along Frederick Farm Lane, then once new developments connect to the line, we can recoup some credits from those new connections. I have Carow Land Surveying set up to divide off and create CSM's for the lots in that area. I also continue to work with the developers on the potential developer's agreement. Our target right now is to present the developer's agreement to the council at the December Council Meeting.
- Mayor Mark, April Kopitzke and I met with a business (which is not located within the city) in some discussions about expanding their business to our city. I'm not at liberty to divulge the business name yet, but we'll be working to see if we can support their growth into New London!

- Mayor Mark and I have been in contact with a local business who is looking at building some storage units on the north side of New London. The area this individual is looking at is currently zoned for that type of activity.
- I've reached out to another existing business in New London who is considering relocating into a larger facility and potentially even building a new facility in the NE Industrial Park.

## Minutes

### **Economic Development Committee**

**Tuesday, October 27<sup>th</sup>, 2020 – 4:30 pm – New London City Council Chambers & via Zoom**

Members present: Morack, Zaug, Bishop (via Zoom), Kopitzke, Dorsey, Asman, Faucher, Pinch (via Zoom) and Thompson (via Zoom).

Absent: Johnson

Others present: Mayor Mark Herter, City Administrator Hoerth, Tom O’Connell, Casey Zempel, Ann Hunt, Jacqui Miller with SC Swiderski LLC (via Zoom), Madeline Check with SC Swiderski LLC (via Zoom), Travis Gauthier with Midwest Properties (via Zoom) and Travis Novotny with Midwest Properties (via Zoom)

Voting members present: 11

1. The meeting was called to order by Chairman Morack at 4:34pm. Zaug/Faucher to approve the agenda. Carried by all.
2. The August 25, 2020 minutes were approved, motion by Zaug/Dorsey. Carried by all.
3. Hoerth informed the committee that in the last month he’s been in contact with two different developers regarding the downtown riverfront site; one of which was SC Swiderski LLC (SCS). Jacqui Miller and Madeline Check from SCS were present via zoom, introduced their company and provided a presentation showing the experience and options that SC Swiderski offers in multi-family housing. SCS currently manages multifamily housing units all over the state and has plans to build in several other nearby communities including Shawano, Hortonville, and Oshkosh. Jacqui stated that they will perform a market study to determine which types of rental units may see the most success at that site and present that information at a future committee meeting.
4. The committee reviewed a proposal by Midwest Properties Commercial Development Inc. who has expressed interest in purchasing a property in the city’s North East Industrial Park. The developer designs, builds and leases commercial property and has a current tenant that is interested in relocating to this area. The initial proposal would include building a 6,000 sq. foot facility for the current tenant in phase 1, then building two more 12,000 sq. foot facilities for other tenants in phase 2 and 3 within the next five years.  
Motion by Zaug/Kopitzke to recommend that Administrator Hoerth work with Midwest Properties LLC on a developer’s agreement for purchase of property in the city’s North East Industrial Business Park to be presented at a future common council meeting for consideration.  
Carried by all.
5. Hoerth reviewed information on the Claritas Marketing Information that was presented at last month’s Committee meeting. Committee members were provided information on lifestyle segments as defined in the marketing materials and were asked to review it for future conversation to determine which segments the city should market for attracting new residents.
6. Kopitzke led a discussion on a report provided by the National Main Street Center titled “The Impact of COVID-19 on Small Businesses”. The report detailed a survey that was done with 300,000 small businesses nationwide. Kopitzke asked the committee to consider completing a similar survey with

New London businesses to get feedback on how the COVID-19 pandemic has affected them. The results would be shared with the downtown revitalization committee as well as the community at large to hopefully encourage people to shop local. Kopitzke will create a draft of the survey for the committee to review at the next meeting.

7. Kopitzke provided a business update including details on a new candy shop being opened by a New London High School student; new ownership of the Wolf River Family Restaurant (formally the Beacon Street Deli); relocation of Larson Insurance; the availability to purchase the former Piggly Wiggly store and the opening of a new boutique shop.
8. Suggested agenda items for the next meeting included presentations from potential developers for the downtown riverfront site, review of a New London COVID-19 Business survey, and possibly conversations with the New London School District in how they are managing with the COVID 19 pandemic.
9. Chairman Morack reported that he along with Mayor Herter, Administrator Hoerth and Alderman Besaw interviewed several candidates for the student representative positions on the Economic Development Committee and the Parks and Recreation Committee. Mayor Herter will appoint the selected candidates at the next common council meeting.
10. The next Committee meeting will be scheduled for November 17 at 4:30pm.
11. Faucher /Zaug moved to adjourn at 5:34 pm. Carried by all.

Respectfully Submitted, Chad Hoerth, City Administrator