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1) Go to the city's You Tube channel, "<https://www.youtube.com/NewLondonAccess>" and click on the "live" feed video link to watch the meeting. **-OR-**

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/82010265382?pwd=ZEhydGpHQk9iVGRSRTBNM0pYZnJJZz09>

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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You will be asked to enter in a meeting ID of: 820 1026 5382, then push #

You may be asked for a participate ID, do not put in a number, just hit #

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### **AGENDA**

#### **Economic Development Committee**

**July 28, 2020 – 4:30 PM**

#### **New London City Council Chambers**

1. Call to Order.
2. Adopt agenda.
3. Approve June 30 minutes
4. Todd Hutchinson – update and review of market study analysis
5. Bill Zeinert – marketing report update
6. Review and award small business COVID-19 grants
7. Updates and reports  
Business update - April
8. Select activities and speakers for future meetings.  
Oliver Buechse – Advancing AI Wisconsin
9. Public comment
10. Adjournment

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## Minutes

### **Economic Development Committee**

**Tuesday, June 30, 2020 – 4:30 pm – New London City Council Chambers & via Zoom**

Members present: Morack, Besaw, Faucher, O'Connell, Bishop, Kopitzke, Dorsey, Zaug, and Asman.

Others present: C. Hoerth, Ann Hunt, Todd Hutchison and J. Beyer. Mayor was present via zoom, until he arrived in person at 5:30pm. Others present via Zoom: Pinch, Dean, K. Johnson. Voting members present: 13

1. The meeting was called to order by Chairman Morack at 4:30pm. O'Connell/Kopitzke to approve the agenda. Carried. The May 26, 2020 minutes were approved.
2. Dave Thiel was invited to speak about the Waupaca County Economic Development efforts since the start of the pandemic, and other important issues. He spoke about projects that are using the CBDG funds in the County; he urged the City to accomplish the closing out of the loan program before the April 2021 deadline, in order to keep the funds available locally. Thiel also spoke about the WC Marketing Cooperative Program: it is an advertising program to promote your community and a research tool to identify important demographics. Morack asked Thiel and Bill Zeinert to attend next month's meeting to explain the program in more detail.
3. April Kopitzke spoke about the WC Marketing Cooperative Program. She cited the Tourism Committee has been funded since 2016. She expressed concern about programs that encourage spending outside of New London. Morack stated any spending would be thoroughly reviewed, with budget being a concern.
4. Todd Hutchison spoke about his progress to date regarding the riverfront development. He is looking at the Stadtmueller proposal, seeing what is going to work, what needs to be revised. He is reviewing the funding options and possibilities. He intends to meet with Ann Hunt and Chad Hoerth in the next two weeks. Hutchison will report progress at next meeting.
5. Morack and Kopitzke attending a Transportation seminar that illustrated the issue of 'getting around' for people without vehicles. The two reported it was an eye opening experience.
6. The WEDA program is set to launch. The City joined this effort earlier this year. The pandemic slowed the launch date, but is now ready to go. This program is a global promotion of the City, to recruit businesses and encourage people to move here.
7. April Kopitzke gave her business update. Her report shows 2 new business openings. One business closing- Wolf River Family Restaurant. One business relocation- Radtke Rhone Insurance.
8. There was no public comment.
9. Zaug/Faucher moved to adjourn at 5:55 pm.

Respectfully Submitted, Jackie Beyer, City Clerk

### City of New London Small Business COVID-19 Grant Applications

#	Businss Name	Amount Requested
1	In the Zone Fitness LLC DBA Fire Fitness Camp New London	1,000.00
2	Copper Leaf Salon	1,000.00
3	Nortwestern Mutual	1,000.00
4	NXT Level Fitness LLC	1,000.00
5	Advantage Signs & Graphix	1,000.00
6	Academy Martial Arts	1,000.00
7	Crystal Falls inc	1,000.00
8	Malliet Travel	800.00
10	The Pad	1,000.00
11	YoDJ Entertainment	1,000.00
12	Wolf River Eyecare	1,000.00
13	River Edge Salon	1,000.00
15	Personal Image Designer	1,000.00
16	Riverside Mini Mart	1,000.00
17	Trendz Salon at Mirage Salon	1,000.00
18	New London Family Dental	1,000.00
19	Every-Body Kneads Massages, LLC	1,000.00
20	MS Driving Instruction LLC	1,000.00
21	Mirage - Kyra Kallas	1,000.00
22	Mirage - Cindy Baker	1,000.00
	<b>TOTAL</b>	<b>19,800.00</b>