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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/82335371221?pwd=bzNtU0REv2VpanJUTTRmWHpIUmJxdz09>
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

August 25, 2020 – 4:30 PM

New London City Council Chambers

1. Call to Order
2. Adopt agenda
3. Approve July 28 minutes
4. Bill Zeinert – marketing report update
5. Consider Waupaca County Marketing Cooperative contribution
6. Discuss 2021 Economic Development Operating/Project Budget
7. Updates and reports
Business update - April
8. Select activities and speakers for future meetings.

Oliver Buechse – Advancing AI Wisconsin

The New London Committee of the Whole will "Call to Order" at this time for a Joint Meeting

9. Todd Hutchinson – progress report and next steps for the downtown river front project
10. Discussion of financing and site development options for the downtown riverfront property
11. Update and proposal considerations for the New London Public Library
10. Public comment
11. Adjournment.

David Morack, Chairman

Economic Development Committee

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Minutes

Economic Development Committee

Tuesday, July 28, 2020 – 4:30 pm – New London City Council Chambers & via Zoom

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

Others present: C. Hoerth, M. Barrington, Ann Hunt, Judy Radke, Todd Hutchison Dave Thiel, Bill Zeinert, Casey Zabel, and J. Beyer. Mayor Herter was present via zoom, until he arrived in person at 5:30pm.

Others present via Zoom: Pinch, Hans Thompson. Voting members present: 12. David Asman was excused.

1. The meeting was called to order by Chairman Morack at 4:30pm. O'Connell/Zaug to approve the agenda. Carried. The June 30, 2020 minutes were approved.
2. Todd Hutchison informed the group of his progress since last meeting, in regards to the Riverfront Development project. He stated he is at #2 on the contract, as far as progress. He met with Chad, Judy and Ann and discussed the Library project. He spoke with Phil Cossen, who told him a TIF cannot be used to fund a public building. Phil told him about the City's debt limit being around 12 to 13 million, to keep in good standing. The City has around 9 million of debt now; this leaves approximately 3 to 4 million to bond/borrow, to remain in good standing. Todd spoke about the new scoring for a Wheda funding. He spoke about the financial needs for any project at the Riverfront. Hutchison's recommendation, at this time, is it is not feasible. He stated there may be other options to explore. Next step identified is to explore the Grant/Fisk developers. He also stated the Housing Study came back.
3. Dave Thiel spoke briefly about membership in the Marketing Coop. He encouraged the City to stick with the coop, to recruit businesses and residents.
4. Bill Zeinert was present to give a marketing report update. He spoke about how purchases are all categorized and detailed to provide spending and living habits of the residents in the county, state and country. This is useful data to target your marketing and capture your demographic you target. April Kopitzke spoke about this being funded by Tourism dollars in the past, and the Tourism committee wanting to have the city 'pitch in' as it is targeting monies spent outside of the tourism area. Hoerth will be attending a Tourism committee meeting to take part in that conversation. Bill Zeinert will be back in August with more targeted marketing data.
5. The Small Business Covid-19 grant applications were reviewed. Dorsey/Faucher to approve 20 of the 23 grants applied for. Carried 11-1, with Zaug voting against.
6. Morack gave a Transportation update, stating he will be talking with Kobussen to discuss the possibility of getting a bus route in the City.
7. April Kopitzke gave her business update. She stated she thinks it's time for the City to make some kind of decision/commitment to move forward with the development of the Riverfront. Consensus was to hold a Committee of the Whole meeting after the Finance meeting next week.
8. There was no public comment.
9. O'Connell/Dorsey moved to adjourn at 6:18 pm.

Respectfully Submitted, Jackie Beyer, City Clerk