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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/85089698355?pwd=VEdnUjJnTkRnbWRNdKp5SDNjaWlnUT09> You will be asked to download and install the zoom app on your computer or phone and provide your name and email address. **-OR-**

3) You can listen to the meeting over the phone by calling one of the following numbers:
1-929-205-6099 1-301-715-8592 1-253-215-8782 1-346-248-7799 1-699-900-6833 1-312-626-6799
You will be asked to enter in a meeting ID of: 850 8969 8355, then push #
You may be asked for a participate ID, do not put in a number, just hit #
You will be asked to enter in a password of 988170, then #

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, February 23rd, 2021 – 4:30 PM New London City Council Chambers

Meeting Documents

1. Call to Order
2. Adopt agenda
3. Approve the January 26th, 2021 minutes
4. Report from the New London School District – Scott Bleck & Terry Wegner
5. Discussion on an Economic Development Social Media Marketing Plan
6. Updates and reports
 - a. Business update – April Kopitzke
 - b. City Administrator Report – Chad Hoerth
7. Review potential agenda items for future meetings
 - a. Presentation by Emily Kling regarding downtown revitalization and tourism reports
 - b. Report from a new business owner- Bill Bishop
 - c. 2021 Economic Development Goals
 - d. Oliver Buechse – Advancing AI Wisconsin
8. Public comment
9. Review next meeting date
10. Adjournment

**David Morack, Chairman
Economic Development Committee**

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.

CITY OF NEW LONDON



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: February 23rd, 2021 Committee Meeting
DATE: February 17th, 2021

Report from the New London School District – Scott Bleck & Terry Wegner: Administrators from the New London School District will be present to provide a report on some current events within the school district. We'll also invite them for input on the next agenda item.

Discussion on an Economic Development Social Media Marketing Plan: As most of you may recall, the committee decided to allow the contract with Bill Zeinter (My Marketing Director) to expire with the intent to work on those marketing efforts "in house". Casey Zempel and I have been putting together some ideas on how we'd like to proceed with those efforts and will present a draft plan on what we'd like to do. This is most certainly a draft at this point and we'll welcome the committee's input for suggestions on the content that we'll focus on marketing.

City Administrator Report

- Potential Development in the NE Industrial Business Park- as you know I've been working with Midwest Properties I, LLP on their plans for developing in the NE Industrial Park. I'm happy to report at the last city council meeting the Developer's Agreement was blessed by the city council. We have a CSM drafted of the property that they intend on purchasing and will have that reviewed at Thursday's Planning Commission meeting. They also have a site plan created that is being reviewed by our Building Inspectors and will be also presented at Thursday's Planning Commission meeting.
- Downtown Riverfront Property- I've also begun conversations with SCS on the downtown riverfront property. They have presented an "offer to purchase" document to officially get the process going. We've also tweaked the site plan a bit to put the multifamily buildings within the two existing roadways. What this does is still allow the south eastern section of the "area" open for another potential development.

Minutes

Economic Development Committee (Joint meeting with the Common Council)

Tuesday, January 26th, 2021 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Morack, Bishop, Kopitzke, Dorsey, Faucher, Wolf, Zaug, Lathrop, Thompson (via zoom).

Absent: Johnson, Asman, Pinch

Others present: Mayor Mark Herter, City Administrator Chad Hoerth, Bob Besaw, Tom O'Connell, Lori Dean (via zoom, left due to technical difficulties at 4:50pm), Mike Barrington, Jacqui Miller with SC Swiderski LLC (via Zoom), Madeline Check with SC Swiderski LLC (via Zoom), Nathanael Popp with SC Swiderski LLC (via Zoom), Kenneth Bentzler, Jamie Walbruck, Tim Roberts

1. The meeting was called to order by Chairman Morack at 4:30pm. Kopitzke/Zaug to approve the agenda. Carried by all.
2. The December 15th, 2020 minutes were approved, motion by Faucher/Dorsey. Carried by all.

The Common Council at this time came into session for a joint committee/council meeting.

3. The Committee/Council briefly reviewed the progress from the last meeting regarding the two developer proposals for the downtown riverfront property. Administrator Hoerth presented a list of questions that the developers answered with the purpose of providing the committee members more details on their developer proposals. The committee asked a few follow up questions to the SC Swiderski team and discussed some details of each proposal. Thompson expressed a different perspective in that he felt the city should wait as he would like to see something with more of a public focused venue built on the site rather than private multifamily housing. Further discussion took place whether to proceed with multifamily housing and with one of the presented developer proposals. Zaug presented his opinion that the Retzlaff proposal was more attractive and wanted to work with a local developer who has multifamily housing units already established in New London.

Zaug moved to recommend that the city work with developer Randy Retzlaff to further define site plans and negotiate a developer's agreement for the downtown river front project; the motion failed due to the lack of a second by a committee member.

Dorsey moved, seconded by Bishop to recommend that the city work with developer firm SC Swiderski LLC to further define site plans and negotiate a developer's agreement for the downtown river front project. Motion passed 10 yes, 2 no and 1 abstention. Zaug and O'Connell voting no, Thompson voting abstention.

4. Kopitzke provided a local business update report:
 - Wolf River Lawyers have relocated to 213 W North Water Street, which was formally Earl Luaders law firm and Mr. Luaders will be joining the Wolf River Lawyers firm.

- Bult's Bakery was purchased and the new owners have renamed it as the "Family Bake Shop"
 - A new business called the "Ultimate Sports Complex" is moving into the old Elevate Archery building at 865 Surprise Ending Rd. The new business will offer wrestling, cross fit and training for other competitive sports.
 - Cornerstone Insurance Agency is relocating to 421 S. Pearl Street.
 - The Grand Cinema Theater is up for sale, the current asking price is \$575,000.
 - The former Huntington Bank at 403 W North Water Street has been purchased by Living Waters Assembly of God and will be a new worship center.
 - Malliet Travel has relocated to 106 W North Water Street.
 - The owners of Hair and Company at 511 S. Pearl Street are retiring and closing.
 - Jolly Rogers Pizzeria at 220 W North Water Street is working on some exterior improvements to their building.
5. The committee potential reviewed speakers and agenda items for future meetings.
 6. There was no public comment.
 7. The next Committee meeting will be scheduled for February 23rd, 2021 at 4:30pm.
 8. Kopitzke /Dorsey moved to adjourn at 5:15 pm. Carried by all.

Chad Hoerth
City Administrator