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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/82322421315?pwd=eVZ3djRIR2h6Q0I0dDBhTXV2c1ZFUT09> 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 may be asked for a participate ID, do not put in a number, just hit #

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Meeting Documents

AGENDA
Economic Development Committee
Tuesday, June 29th, 2021 – 4:30 PM
New London City Council Chambers

1. Call to Order
2. Adopt agenda
3. Approve the May 25th, 2021 Minutes
4. Presentation by Emily Kling regarding downtown revitalization and tourism reports
5. Discussion regarding advertising opportunities and collaboration with New London School District
6. Discussion regarding the Waupaca County Marketing Coop contribution
7. Updates and reports
 - a. Business Updates – April Kopitzke
 - b. City Administrator Report – Chad Hoerth
8. Review potential agenda items for future meetings
 - a. Oliver Buechse – Advancing AI Wisconsin
 - b. Continue discussion about the Grand Cinema Theater
9. Public comment
10. Review next meeting date
11. Adjournment

Dave Dorsey, Chairman
Economic Development Committee

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CITY OF NEW LONDON



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: June 29th, 2021 Committee Meeting
DATE: June 25th, 2021

Presentation by Emily Kling regarding downtown revitalization and tourism reports- as mentioned from previous meetings, Emily Kling has been working with April Kopitzke and the Chamber in some downtown revitalization and tourism efforts and will provide a presentation on those reports.

Discussion regarding advertising opportunities and collaboration with New London School District- about a week ago I was invited to attend a NL School District Communication's Committee meeting. At that meeting a representative from Spectrum provided information to the committee regarding advertising opportunities on the web through Google. I'll provide information at the meeting on what was talked about during this presentation.

Discussion regarding the Waupaca County Marketing Co-op contribution- at the last committee meeting, Dave Thiel and Bill Zeinert provided information on the upcoming plans for the Waupaca County Marketing Co-op program. Again this Co-op program is funded by the county and municipalities in Waupaca. The city's contribution for 2021 would be \$3,000. Again in the past this fee was financed through the New London Tourism Commission, however since the marketing efforts have greatly shifted from tourism to residential recruitment and workforce development the Tourism Commission feels using those funds are no longer appropriate. To continue the city's contribution it does make sense then to fund it from the Economic Development Committee budget. I think overall it's a good program to continue to be a part of and ask for the committee to consider authorizing that contribution.

City Administrator Report

- In the last month we've been laying the groundwork for setting up two new TID districts in the city for residential development. One would be for the SCS downtown riverfront development and the second would be for the Retzlaff development on Beckert Road. Randy Retzlaff has plans to break ground later this fall so we're working on setting up this TID district ASAP.

New London Economic Development Committee Minutes

Tuesday, May 25th, 2021

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Olson, Thompson (via zoom), Zaug

Absent: Lathrop, Wolf

Others present: Mayor Mark Herter (via zoom), Tim Roberts, Mike Barrington, City Administrator Chad Hoerth, Margie Brown, Jeff Handschke, Ann Hunt, Bill Zeinert, Dave Theil, Paul Warshauer (via Zoom).

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Zaug/Kopitzke to approve the agenda. Carried by all.
2. The April 27th, 2021 minutes were reviewed and approved by Kopitzke/Faucher. Carried by all.
3. Dave Theil and Bill Zeinert provided a presentation on the upcoming efforts for the Waupaca County Marketing Cooperative. The coop marketing program is funded from Waupaca County, Cities and Villages in the county as well as some businesses. The purpose of the program is to provide collaboration throughout the county for collective marketing efforts that the entire county can benefit from. The program originally focused on initial research and tourism marketing. Today the efforts are shifting from tourism marketing to residential recruitment and workforce development. Theil explain that the approach has been to first focus on tourism marketing which provided a general awareness, attracting people to visit our area. Now that those people are aware and familiar with our county, the next step is to shift those marketing efforts and attract those individuals to consider relocating to our area for future economic growth. Zeinert provided general information on the Claritas program that the coop has purchased and some of the data benefits that Waupaca County and New London can use for future marketing. Theil provided information that it will continue to be increasingly difficult for businesses to find workers, and taking these steps to keep your name out there and market the county will be necessary to draw workers into our communities. The committee thanked Theil and Zeinert for their presentation.
4. The committee continued discussion from last month on concerns of the Grand Theatre. Kopitzke and Hoerth reported that they had a meeting with the owner of the Grand and has stated he is making plans to reopen. Hoerth also reached out to the CEO of The Grand Oshkosh to get information on their operations however was not able to connect with him prior to the committee meeting. Paul Warshauer, Chairman of Grande Venues from Sleepy Eye Minnesota, was present and provided the committee information on how his company has helped preserve similar historic properties in small communities. No motion was made at this time and the committee will continue discussions in the future.
5. Zaug led a discussion and relayed comments that he has heard from residents or seen on social media expressing interest that the city promotes the development of a second grocery store. Chairman Dorsey asked if anyone has heard of any leads of interest in putting up the money to start a new store. Mayor Herter reported that he has reached out to several grocery chains including Aldi's, Sentry and others with either no response or an answer that they are not interested in New

London at this time. The committee agreed that the city would work with a company interested in developing a new grocery store in New London, however pointed out that the city is not a private business to open a new store but will continue outreach efforts for new development.

6. Kopitzke provided Business Updates:
 - a. Iglesia de Cristo Ministerios is purchasing the formal laundry mat at 606 W Wolf River Ave to renovate for the teen population of their church and for a summer school. The parcel west of the church is also being developed for future parking
 - b. Jose Huerta is inquiring about a vacant lot on 225 W North Water St; he will be meeting with Kopitzke and Hoerth to discuss details and ideas.
 - c. Jeff Bergum, owner of Corner Stone Insurance, is remodeling his newly purchased property at 421 S Pearl Street with a ribbon cutting expected sometime in the next few months.
 - d. Cozy & Sweet Pop Up Candy Shoppe, located at 311 S Pearl St. will have a ribbon cutting event on June 15th noon.

7. City Administrator's Report:
 - a. Hoerth reported that Kopitzke, New London Video Producer Casey Zempel and he toured Tuffy Boats and it was very interesting to see that they build the entire boat in New London. All orders are custom with the owner reporting they are on track for one of their best years in sales, however are experiencing issues with getting all of their supplies. If business continues as is, the owner expressed interest in future expansion.
 - b. Midwest Properties LLP has broken ground in the North East Business Park.
 - c. The planning commission is looking at several rezoning and comprehensive plan land use amendments to allow for future residential developments on Beckert Road and House Road.

8. The committee reviewed speakers and agenda items for future meetings.

9. The next committee meeting is scheduled for Tuesday, June 29th, 2021 at 4:30pm.

10. Zaug /Faucher moved to adjourn at 5:54 pm. Carried by all.

Chad Hoerth
City Administrator