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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/85627227743?pwd=b0hIQVo2bEpiR2lSY2QzdjY3N2Yvdz09>
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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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: **856 2722 7743**, then push #
You may be asked for a participate ID, do not put in a number, just hit #
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Link to Meeting
Documents

AGENDA
Economic Development Committee
Tuesday, September 28th, 2021 – 4:30 PM
New London City Council Chambers

1. Call to Order
2. Adopt agenda
3. [Approve August 31st, 2021 Minutes](#)
4. Discussion about information collected for the 2024 N. Water Street Reconstruction project
5. Follow up on information on The Grand Theatre
6. Report on "Saving Wisconsin's Historic Theatres" Workshop – Christine Cross
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~~
9. Public comment
10. Review next meeting date
11. Adjournment

Dave Dorsey, 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.



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: September 28th Committee Meeting
DATE: September 24th, 2021

Discussion about information collected for the 2024 N. Water Street Reconstruction project- as the committee should know, we're working toward a major N. Water Street reconstruction project in 2024. We have a subcommittee assisting city staff in the planning aspects that are required by the STP-Urban grant we received for the project. I'd like to take a quick opportunity to provide the committee the results from initial information we collected on the project. I also submitted an application to the East Central Wisconsin Regional Planning Commission for free technical assistance to help downtown business owners in planning for the construction in 2024 (I'll let everyone know if we're awarded that assistance).

Follow up on information on The Grand Theatre- the State of Wisconsin released another Badger Bounce Back grant, providing assistance specifically to Movie Theaters and Event venues. I took the opportunity to pass this information to The Grand Theatre owner and asked if he had any plans for reopening. The owner stated that currently the ceiling is being repaired in the facility (I believe it was due to a water pipe leak?) and parts are finally in to repair damages due to the vandalism they experienced several months ago. He's waiting for those parts to be installed which at that point he can then hire employees and get them trained. So fingers crossed we can soon see movies once again on the big screen in New London.

Report on "Saving Wisconsin's Historic Theatres" Workshop – Christine Cross will be present to provide a report on her attendance and presentation at the "Saving Wisconsin Historic Theatres" workshop on September 17th and 18th, sponsored by the Wisconsin Trust for Historic Preservation.

City Administrator Report

- The city received 23 applications for the Video Producer Position. We narrowed the first round to the top 14 (which seemed to have the best relative experience) and asked each of them to submit video showcasing their talent. 7 actually submitted videos and we narrowed those down to the top 3. Ginger and I plan on interviewing these candidates on October 7th.
- Rock the Block occurred on September 16-18th. It was really inspiring seeing all the volunteers (many not even from New London) work on projects all over the city. The Habitat for Humanity team had a videographer onsite and we're excited to see the final video showcasing the improvements.
- On September 22nd I attended a "Main Street First Impressions" workshop in Weyauwega sponsored by the Wisconsin Economic Development Corporation. The program was

designed to provide “impressions” from professionals around the state on the host communities’ downtown. This was a program for those enrolled in the Wisconsin Main Street or Connect Communities program (New London is enrolled in the “Connect Communities” program).

New London Economic Development Committee Minutes

Tuesday, August 31st, 2021

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Lathrop, Olson, Wolf, Zaug

Absent: Thompson

Others present: Mayor Mark Herter, Tim Roberts, Bob Besaw, City Administrator Chad Hoerth, Mike Barrington, Andy Van Remortel, Adam Prill, Jeff Mikorski

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Zaug/Kopitzke approved the agenda. Carried by all.
2. The July 27th, 2021 minutes were reviewed and approved by Bishop/Faucher. Carried by all.
3. Hoerth introduced Jeff Mikorski who is the Waupaca County Economic Development Corporation Executive Director. Mr. Mikorski provided a quick background of his past experiences and current initiatives the WCEDC is working on, including pushing out information on new grants available to Waupaca County businesses.
4. Andy Van Remortel, from Spectrum Reach, provided a presentation on digital marketing that his company can offer the City to promote services and encourage residential growth. Spectrum Reach would use Google services to push paid advertisements to individuals who meet specific criteria. This is similar to targeted ads one would see on websites based on past web search history. The New London School District is testing this service to increase student enrollment. The committee will ask representatives from the school district to a future meeting to see how they feel their marketing campaign is going before making a decision on a city campaign.
5. Hoerth asked the committee to consider two changes to the existing downtown Façade/Building Improvement Grant program. First was to consider expanding the eligible properties in the downtown district and second was to allow backdating of grants to any qualified improvements that occurred as of January 1st, 2021. The committee consider pros and cons to both changes.

Motion by Kopitzke seconded by Zaug to expand the boundaries of eligible properties for the Downtown Façade/Building Improvement Grant program as provided on the presented map. Motion carried by all

Motion by Faucher seconded by Wolf to allow backdating of grants to any qualified improvements that occurred as of January 1st, 2021 in the new updated boundaries. This would only be for those projects that occurred in 2021. Motion carried 11-1, Roberts voting no.

6. Hoerth provided information on the proposed 2022 Economic Development Budget. No changes were proposed for 2022. Bishop suggested looking into the status of the Hwy 54 billboard to determine when the billboard should be changed.

7. A letter from Habitat from Humanity was reviewed requesting a \$5,000 donation to the upcoming Rock the Block event. The donation would be financed within the current Economic Development budget.

Motion by Faucher, seconded by Zaug to approve the \$5,000 request to Habitat for Humanity for the upcoming Rock the Block event. Motion carried by all.

8. Chamber Director's Business Report:
 - a. Kopitzke updated the committee on several new grants available to New London businesses including a \$10,000 grant for a business moving into an existing vacant spaces.
 - b. Cornerstone Insurance Services, LLC will have a ribbon cutting at their new location at 421 S Pearl Street on September 15th at 11:00am.
 - c. Wolf provided an update on the retail leasing survey she is working on to get a better understanding of retail leasing costs in New London.
9. City Administrator's Report:
 - a. Hoerth reported on the progress of the downtown reconstruction project planned for 2024 and that the Board of Public Works will be discussing the possibility of modifying the roadway width in the downtown district. The purpose would be to consider providing more sidewalk space for additional pedestrian amenities.
 - b. East Central Wisconsin Regional Planning Commission (ECWRPC) is offering Technical Assistance labeled as an "Economic Resilience Toolkit" for businesses. Hoerth is looking into this grant to see if it would help businesses with the future downtown reconstruction project.
 - c. 23 applications have been received for the open Video and Marketing Producer position, staff have begun the process of evaluating and ranking the candidates.
10. The committee reviewed speakers and agenda items for future meetings.
11. Public Input: None
12. The next committee meeting is scheduled for Tuesday, September 28th, 2021 at 4:30pm.
13. Zaug/Faucher moved to adjourn at 5:56 pm. Carried by all.

Chad Hoerth
City Administrator