

Meeting Minutes
Economic Development Committee
Tuesday – March 24, 2009 4:30 p.m. Conference Room

Members present: Morack, Tate, O'Connell, Romberg, Steingraber, Schirpke. Member Pam Tamms-Klett was excused.

Also present: Henke, Dean, Hager, and Lee Rousseau

1. The meeting was called to order by Chairman Morack. Romberg/Tate to adopt agenda. Carried 6-0.
2. This being the first meeting of the newly formed Economic Development Committee, each member introduced themselves.
3. Committee Chairman Morack welcomed the Committee and everyone attending. Distributed with the agenda was a document prepared by the Chairman to guide the Committee in their first meeting. The "Charge" of the Committee as presented by City Council is as follows: "The Economic Development Committee shall be responsible for policy and oversight of the City Administrator's economic development activities including business attraction and retention, marketing, tourism, industrial park development and maintenance, riverfront development and downtown development."

Key questions were proposed that read: "How do we get new businesses to come to New London?" and "How can we help existing businesses so they will continue to do business in New London?"

It was agreed that the Committee does not want to get hung up on "wordsmithing" at this time but rather that goals and objectives will be established by the Committee over time.

A number of potential committee activities were identified. Each Committee member was asked to review the examples and add to these activities. The Committee member were asked to prioritize their three top activities from this list and be willing to review these at the next Committee meeting.

It was noted that the Committee has a choice to either sit and wait for issues to come before the Committee and be reactive; or the Committee can be more proactive and determine the way we want our community to go. All agreed that we want to be more proactive.

A series of tasks were identified that are involved in the creation of a new business by an entrepreneur. The City Administrator was asked to review these 20 preliminary steps and identify how the City helps the entrepreneur work thru these steps and to report back to the Committee at the next meeting.

It was suggested that it may be appropriate to undertake a "Business Retention & Expansion Survey" again since the last one that was done by the City was ten years ago.

The Chairman reviewed several examples of how various communities deal with the matter of "economic development" on their web pages. The communities reviewed were Eau Claire, Antigo, Brillion, Chippewa Falls, Oconomowoc, and Madison.

It was suggested that there are a number of people from the area that could provide us with valuable input. It was suggested that we have a speaker address us at our future meetings. Committee members were asked to prepare recommendations on who to invite to speak with us.

The City Administrator was asked to report back to the Committee regarding his participation in various economic development organizations in the area.

When the Committee meets at future meetings they will review the priority list of activities they plan to undertake and determine the progress that is made as work continues toward reaching the goals.

The Committee agreed that the best time and day to meet was the fourth Tuesday of the month at 4:30 pm. The next meeting will be April 28, 2009 at 4:30.

4. There being no further business Chairman Morack declared the meeting adjourned at 5:35 p.m.