

Meeting Minutes
Economic Development Committee
Tuesday – April 28, 2009 4:30 p.m. City Council Chambers

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

Also present: Henke, Herminath, Hager, Lee Rousseau, Rich Broeker and Stuart Beduhn.

1. The meeting was called to order by Chairman Morack. Romberg/O'Connell to adopt agenda. Carried 6-0.

2. First on the agenda was a discussion with Stuart Beduhn who is a Broker from Bomier Properties. Bomier has the listing for the North East New London Business Center. Bomier also has the listing for several other properties in the City including the former Simmons property. We had an informative discussion regarding the current economy as it concerns industrial real estate property sales in the area. It was noted that most of the interest is focused on existing buildings as there are so many available at reasonable prices compared to the cost of building new. Stuart noted that he has passed our industrial park property before many businesses and contractors without being able to obtain an interested buyer. He noted that Bomier built a spec building in the North Fond du Lac industrial park and were lucky to have been able to lease it out as it took over a year and a half to do so. The City of North Fond du Lac paid the interest on the loan Bomier took out to build the building. This City assistance was to provide an incentive for Bomier to build the building. Stuart noted that the financing for industrial properties has tightened up substantially and that a loan now can only be originated at 70% of assessed value or 70% of appraised value, whichever ever is the lower amount. He noted some interest in the former Simmons property. Taking the old Simmons buildings down will be of great benefit. In order to get someone interested in the North East Business Center, it is best to fill the former Simmons plant. It was suggested that a listing of what the City can do to assist a new industrial client for the Simmons property would be very helpful. Stuart suggested that it may be in the best interest of the City to financially assist the current owner of the Simmons property prepare his property for occupancy. Stuart answered several questions. Bomier currently does not list any other area industrial parks, but they do have individual industrial properties listed. When asked what are our strengths, Stuart suggested that having the industrial park ready to go with all utilities was definitely strength. Having the property available such that a prospective purchaser can choose the land area and

size of property they want to acquire is strength. Another positive aspect would be to have a sign visible from the highway for the industrial park. Weaknesses are a better location for the industrial park that is more visible. Being so close to the Fox Valley communities is a weakness. The Committee thanked Stuart for his thoughtful observations and asked that he arrange to visit the Committee every so often to keep the Committee up to date.

3. At the last meeting of the Committee on March 24th, a list of steps an entrepreneur takes to establish a new business was distributed. The City Administrator was asked to review this list and identify what role the City plays in each of these steps. Hager prepared a memo outlining all the steps and how the City is of assistance in helping the entrepreneur work to establish a new business. The Committee reviewed the memo with Hager and became better acquainted with what the City typically does to help a new business in our community. It was noted that having two locally owned banks available to assist a new business person is of great assistance to our community as well.

4. At the request of the Committee last month, the City Administrator prepared a memo outlining the various economic development organizations he participates in on behalf of the City in order for the Committee to gain a better understanding of what groups are in our area and what they are doing. The Committee reviewed the thirteen various entities the Administrator participates in and noted two more that were not included. The groups are as follows: The Waupaca County Economic Development Corporation, the Fox Cities Economic Development Corporation, Fox Cities Chamber of Commerce Local Issues Committee, the Greater Outagamie County Economic Development Corporation, the new London Area Chamber of Commerce Board of Directors, the Forward New London Group, the Community Development Corporation, the CANDO Committee, Grow New London, Waterfront Initiative Planning Committee, New London Tourism Commission, the Wisconsin City Management Association, the DOT Highway 15 Corridor Study Committee, the Wisconsin Economic Development Association, and the League of Wisconsin Municipalities.

5. At the May Committee meeting the Chairman passed out a draft list of potential Committee activities. Each member was asked to review the list of activities and add any more that they saw fit and to prioritize where they think the Committee should focus its efforts in the future. Members noted the following priority items: the need to work on our web site, work on a package to help fill the former Simmons property, assist local retail businesses stay in business and help others locate here, focus more on our industrial park and also focus more on tourism. This topic will be discussed further at a future meeting of the Committee.

6. The Committee asked that the City Administrator prepare a report for each committee meeting regarding his activities specifically those related to economic development issues.

7. There being no further business to come before the Committee, Romberg/Tate to adjourn. Passed. The meeting adjourned at 6:35 p.m.