

Meeting Minutes
Economic Development Committee
Tuesday – September 29, 2009 4:30 p.m. City Council Chambers

Members present: Morack, Romberg, O’Connell, Tate, Schirpke and Dyreson.

Also present: Hager, Hanlon, Lee Rousseau, Bill Ryan, Jim Resick, and John Faucher.

1. The meeting was called to order by Chairman Morack at 4:30 pm. Romberg/O’Connell to adopt the agenda. Carried 6-0.
2. The Committee invited Bill Ryan the Community Business Development Specialist, from the UW Extension office out of Madison to address the Committee. Bill brought along Jim Resick, the Community Development Educator from the Outagamie County office of UW Extension. Mike Koles from the Waupaca office of UW Extension was unable to attend. Bill started his discussion with a little historical perspective. UW Extension actually did one of their very first market analysis in New London eleven years ago in 1998. The study went on to become a United States wide accepted format for retail supply and demand analysis. Bill pointed out that methods have changed since then. The UW Extension Center of Community and Economic Development now has a “self help” tool box located on the internet at this address: www.uwex.edu/ces/cced/dma/ . This process was developed in cooperation with the Wisconsin Main Street Program. Bill presented a PowerPoint presentation that outlined the current market analysis process. The process includes the following steps: creating a building and business inventory, surveying business operators, analyzing your business mix and your trade area, reviewing your local economy, analyzing customer demographics and lifestyles, conducting focus groups, conducting consumer surveys, evaluating market opportunities and drawing conclusions and finally, developing recommendations. Bill recommended that we look at similar communities and review their economic success stories. It was noted that in the original market analysis done eleven years ago there was identified a number of businesses that were not located in the City that have subsequently located here. Some of them are a combined hardware store and building supply store, a new grocery store, furniture store, a family restaurant, bookstore, among others. Bill and Jim were thanked for their time and work to better Wisconsin Communities. The Committee agreed to take this information for further advisement.
3. The Committee next reviewed the zoning and subdivision regulations applicable to the City downtown river front property. Paul Hanlon, Building Inspector/Zoning Officer was present to discuss the specifics of the regulations with the Committee. The current zoning on the property is B-1, Central Business District. A private developer could utilize the Overlay Planned Development District (OPD) regulations in our code for planning the future uses that may occur on the property. The OPD District gives the private developer the maximum flexibility for laying out future land uses on the property. Any permitted or conditional use allowed for in our code could be placed upon the property with a specific design in mind. The prevailing opinion is that a private developer would likely propose a mix of residential and limited commercial or professional services on the property. The private developer would meet with the Planning Commission in a “Pre-Petition Conference” where a preliminary discussion as to the scope and proposed nature of the contemplated development

is discussed prior to submittal of a detailed application by the private developer. Following the pre-petition conference, a more detailed plan is prepared and submitted to the Planning Commission. A general development plan is included with related maps and drawings to include roads, driveways, utilities, storm sewers, parking, building groups, open space, building lots and type, size and location of structures. The Planning Commission will hold a public hearing on the application as part of their review. Once the public hearing is held and the Planning Commission completes its review of the application, a recommendation is made to the City Council. The City Council may deny or approve the application as submitted or approve the plan subject to changes or additional conditions. It was noted that the present zoning and the idea of a mixed use on the property is currently compliant with the City Comprehensive Plan. The Committee thanked Paul for his insight and all have a better understanding of the likely process that will be followed once a private developer is secured for the future development of the City river front property.

4. The Committee reviewed with City Administrator Hager the Request For Proposal outline that has been prepared by Hager and Ayres and Associates to approach private developers regarding the future development of the downtown river front property. It was agreed that given the status of the nations economy, that it was best to proceed with development of the Request For Proposal documentation but to hold off on distribution of the document until better economic times.
5. John Faucher, Editor of the *County Post East* was present to visit with the Committee. John apologized for not being able to attend the meeting last month. John just came from putting this weeks paper together and it is only about 70% complete so he has to go back to work yet tonight. John noted that the newspaper industry in the US is in a transition mode. At the local paper only about 65% of the number of original employees are now doing 100% of the work. He is aware of our concern that we are not getting the coverage that we have in the past and he shares our concern. The number of pages in the paper is determined by the number of ads that are sold. They are not selling the number of ads that they have sold in the past so the paper is correspondingly shorter. John noted that it was either combine the local papers into a regional paper or close doors. There is a lot of balancing involved to get coverage for everyone who wants it. Since they don't have the pages they use to have, not all the local events, clubs, and sports events are getting coverage in a timely manner, as there simply is not the space in the paper to accommodate the news. It was suggested that the Chairman of the Committee edit their respective committee minutes and submit them to John so that John can try and get more City coverage. It was noted to include a contact in the article so people can get additional information if necessary. John would also welcome the Mayor to write on a regular basis for the paper or to simply write periodically on important topics. All agreed that this was a good idea. The Committee thanked John for the work he does and for helping us better understand and appreciate the difficulties the local press is experiencing.
6. The Committee will consider next month how to proceed with marketing the North East New London Business Center as local realtor Sandy Flease was unable to attend the meeting as planned. O'Connell/Tate to table the matter. Passed 6-0.
7. The Committee agreed to further consider the Waterfront Initiative Plan at the meeting next month.

8. The Committee briefly reviewed the matter of marketing signage at the Outagamie County Airport to advertise the North East New London Business Center after reviewing the various costs to do so. The Committee will further consider this option.
9. The Committee reviewed Administrator Hager's update memo on his recent economic development activity and they also reviewed the minutes from the Waupaca County Economic Development Corporation and the Fox Cities Economic Development Partnership.
10. Chairman Morack informed the Committee of a meeting that he, Mayor Henke, and Administrator Hager had with the two classes from the Marketing Charter School at the New London High School. Several possible marketing tasks were presented to the class that the students could consider undertaking as part of their future class work. We await a reply.
11. Administrator Hager reviewed the 2010 "Economic Development" budget with the Committee and the Committee agreed to the proposal.
12. At the October meeting arrangements have been made to have Pete Hensler from Economic Development Associates address the Committee. Dennis Russell, the Area Development Manager, for the Department of Commerce, will also be present to visit with the Committee. The Committee will continue our discussion with Sandy Fleese regarding marketing the industrial park and the Committee will also review in more detail the Waterfront Initiative Plan.
13. There being no further business to come before the Committee, O'Connell/Tate to adjourn. Passed 6-0. The meeting adjourned at 6:45 pm.

Kent Hager
City Administrator