

Meeting Minutes
Economic Development Committee
Tuesday – October 26, 2010 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Hager, Sandy Flease, Lee Rousseau and Ken Roberts.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Steinhorst to adopt the agenda. Carried 5-0.
2. Sandy Flease informed the Committee that she had received an inquiry from a land excavation company about the availability of land in the North East New London Business Center. There may be a conflict with this use in the main industrial park as the excavation company would utilize outside storage of machinery and equipment. Sandy will inquire with the company regarding this matter. If there is a conflict, Sandy will suggest some other alternative locations. Kent will inquire with Earl about the procedures involved in amending the covenants and report back to the Committee.
3. Kent next provided his monthly update to the Committee. He noted that he made contact with three local businesses last month. Kent will inquire with the Waupaca County Economic Development Corporation about the status of one of their revolving loan fund projects. He will obtain information about the County retail façade program and also obtain contact information for Ed Wendland. The Committee intends to invite Ed to speak with the Committee about his impressions of the work he has done for our community in the recent past. The Committee is interested in finding out more about how Appleton used TIF financing for improvements to their river corridor area. Kent will invite Jim Van Dyke, the Appleton Economic Development Specialist to visit the Committee about this topic in the future. Chairman Morack made contact with Vicki Lobermeier from the Small Business Assistance Center at Stevens Point regarding the Committee’s suggestion that she prepare a DVD explaining the assistance available from the Small Business Center. She informed Dave that work on that project had not moved forward. The Committee briefly talked about the various efforts that have been undertaken over the past few years to generate a “brand” for our community. It was agreed that this effort will wait for future consideration.
4. Chairman Morack attended the City of Waupaca Chamber Business Expo and had the opportunity to visit with four different area businesses. Office Outfitters is considering expanding their territory. A “clean energy” company is looking at their options to expand in the area and would appreciate hearing what the City of New London has to offer them. Kent will follow up on this. A financial investment consulting group may be offering their services locally with the addition of a sales person in our area. Dave also visited with a representative from the University of Wisconsin Oshkosh who may be of assistance to our community in the future.
5. When the Committee was visited by Bobbi Miller, the Business Services Manager for the Workforce Development Board out of Neenah last month, she agreed to utilize the Economic

Modeling Specialists information available to her to provide us with a “Gap Analysis,” a “Suggested Cluster Industries Report,” and a “Suggested Industries” report. The Committee noted that according to the gap analysis, Iron and Steel Mills and Machine Shops are underrepresented in our community. These same industries stand out in the “cluster industries” analysis. It was noted that it may be beneficial to have our local industries have a round-table discussion to identify “down stream” businesses that find it beneficial to locate here locally to serve their clients. An example would be a steel supplier given the large number of users of steel in our City industries.

6. The Grand Theatre is being offered to the City as a donation. The Committee considered what opportunities there are to help an existing business such as the Grand Theatre. The Committee talked in general terms about the types of assistance we can make available to all businesses in the City.
7. The 2005 EnVision New London strategic plan was evaluated in August of 2008. The Committee reviewed the implementation goals, objectives and strategies and updated them to the current date. Kent will reformat the strategic plan update and the Committee will further review the plan. The Committee will further consider options for who should have the responsibility to implement each specific strategy in the plan.
8. Suggestions were made at the meeting to do the following: have a follow-up conversation with Ed Wendland, invite Bob O'Donnell, Director of the UW Oshkosh College of Business office of the Small Business Development Center to address the Committee at the November meeting, consider the option of expanding the City façade improvement program to allow work on the fronts of buildings, obtain information about the Waupaca County Façade Improvement program, and to follow thru with implementation of the waterfront plan to include rehabilitation of the alley and river wall downtown and the extension of the Bernegger Trail behind Saputo Cheese.
9. The Chairman asked for any public comment. No public comments were made. Next month the Committee will have Bob O'Donnell as the speaker. The Committee will further consider the economic development work plan update at the next meeting as well.
10. A motion was made to adjourn by Romberg and seconded by Steinhorst. The motion passed unanimously. The meeting adjourned at 6:12 pm.

Kent Hager
City Administrator