

Meeting Minutes
Economic Development Committee
Tuesday – October 18, 2011 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Kent Hager, Lisa Kuss, and Sandy DuFrane

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Steinhorst to adopt the agenda. Carried 7-0.
2. Chairman Morack welcomed Lisa Kuss, City Administrator from the City of Clintonville. Lisa talked about several of the recent economic development activities that have occurred in the City of Clintonville including the following: Walgreens, Kwik Trip, Kline Auto, and Walker Forge. Lisa made several interesting observations in her dealings in these development activities. Attracting new business to the community is not where you need to focus. Expanding existing businesses that already have a commitment to your community is where you gain the most. New businesses typically come to your community on their own accord based on their business plan. We need to be open to assisting existing any new business development in our community. What can we do to help them out. Help them cut the red tape and be an active advocates for them. Be willing to think “out of the box.” The City does not create jobs, private business does. Surround yourself with good people to help private businesses expand and to help you make good decisions. It is not worth the time to try and call and recruit new business to your community, rather when approached step forward to help them in any way you can. It is very important to develop a close relationship with the people who run your industries in the City so that they are comfortable to come to you for help when they need it. The Committee thanked Lisa for her thoughtful analysis.
3. Sandy DuFrane next addressed the Committee. No recent interest has been expressed in our North East New London Business Center. She did bring up that a prospective recycling business is still looking. It was suggested that we invite this prospective business to visit the Committee at one of our future meetings. Administrator Hager will contact the business owner and deliver an invitation to meet with the Committee.
4. The Committee reviewed the draft request for proposals that was prepared by Administrator Hager for the City downtown river front property. The Committee suggested a few changes in the material and authorized Hager to send the request for proposals out to the four firms that had expressed an interest in the property.
5. Committee member Shaw updated the Committee on the City billboard on Highway 45 that is scheduled for replacement. The design has been finalized and the new faces for the billboard should be put in place soon.
6. Chairman Morack reported on his visit to Ms. Porath’s School of Enterprise Marketing at the New London High School. Administrator Hager accompanied Chairman Morack as they

visited Madison Cooley and Ashley Robbins who are working on an analysis of how Facebook is being utilized in other communities and how New London can take advantage of this social medium to further our economic development efforts. Chairman Morack and Administrator Hager will continue to meet with the students as they develop their report. We expect to have the students make a full report made to the Committee at the end of their study.

7. Administrator Hager reviewed his monthly economic development memo and answered questions.
8. The next monthly meeting will be on Tuesday, November 29th. Suggested programs for future meetings are the owner of the recycling firm that may have an interest in our industrial park property, Waupaca County Board Chairman Dick Koeppen or new Outagamie County Executive, Tom Nelson.
9. Steinhorst/Romberg to adjourn. Carried 7-0. The meeting adjourned at 6:05 pm.

Kent Hager
City Administrator