

Meeting Minutes
Economic Development Committee
Tuesday – April 26, 2011 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, and Sandy Flease.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Schirpke to adopt the agenda. Carried 6-0.
2. Sandy Flease updated the Committee regarding the North East New London Business Center. She noted that her real estate company has been sold to Coldwell Banker. She will continue as a realtor and all current real estate contracts are being honored. A contract amendment was presented and approved to allow the current listing contract to be transferred to Coldwell Banker. Sandy informed the Committee that there is a lot more activity in the existing commercial building sales area rather than vacant land being sold. It is tough to build new now when compared to what you can buy an existing structure for in this economy. Sandy assured the Committee that she is staying on top of our situation and will be bringing the new firm up to speed regarding our industrial park property. There are buyers out there for real estate, what presents a problem is getting them qualified for financing. The Committee thanked Sandy for her hard work on our behalf and wished her luck in the future with the new company.
3. The Committee reviewed several options for marketing our industrial park including several examples of videos that are on YouTube. A short video that can be set up on YouTube and linked to or posted on our City web site would be a very good modern tool to utilize. The use of print media for promotion is not a worthwhile medium to utilize today. You want to get a prospective business person’s attention and informed as quickly and directly as possible. A series of quick photos with a brief description is all that is needed. We would describe that the infrastructure is in, transportation resources are here, the workforce is available, educational resources are near and our industrial park is home to several industries. Inform people that we are a great location where growth is encourage and that financial assistance is available for the new or expanding business. It was observed that the use of “virtual tours” is not advisable, as they take too long to go through. A series of pictures or video cuts is all that is needed. All we really want is for the prospective business to call us. Mayor Henke, Chairman Morack and Administrator Hager will work with Dick Johnson to initiate a video the Committee can review.
4. The Committee next discussed what can be done to promote our community other than by use of the video as described before. It was noted that our best way to promote ourselves is through utilization of the existing businesses and industries we have here in the City. When these businesses make contact with their suppliers or the companies that further finish their products, it would be beneficial for them to inform these companies that New London would be a great place for them to consider expanding or relocating to. It would be beneficial to

develop contacts with the large regional industries in the area as well and make them aware of the land and workforce that we have available. Companies such as Pierce, Oshkosh Truck, and others are important to develop a relationship with. It is not beneficial to mail or even email people any more, rather to get their attention, it is important to meet face-to-face. Kent does a face-to-face visit with our local industries and he will continue to do so and try and keep our willingness to accept and assist new business before our local industries. Everyone is asked to try and work to develop contacts with regional industries so that we can get the word out about New London.

5. Kent reviewed his monthly update memo with the Committee and answered several questions.
6. The meeting next month will be Tuesday, May 31st at 4:30.
7. A motion was made to adjourn by O'Connell and seconded by Steinhorst. The motion passed unanimously. The meeting adjourned at 5:45 pm.

Kent Hager
City Administrator