

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

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

Also present: Mayor Henke, Sandy DuFrane, Laurie Shaw, Dave Thiel, Ken Roberts and Dick Johnson.

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. Dave Thiel, Executive Director, Waupaca County Economic Development Corporation, updated the committee on his current efforts to promote tourism in Waupaca County. The feeling is that Waupaca County has a good product to sell, but it is not being promoted. \$45,000 is currently being spent to promote tourism, resulting in approximately 98 million tourism dollars coming into the county. Dave reported that not much is happening with the proposed consolidation of revolving loan funds at the state level. He also briefly described the efforts with the schools to get students involved in the manufacturing sector.
3. Laurie Shaw, New London Chamber of Commerce, updated the committee on her discussions with Dave Schneider from Schneider Signs. The committee concurred with her recommendation to pursue the design of the signs with other people. Mayor Henke and Laurie will contact other designers for the design of the signs.
4. Sandy DuFrane, informed the committee of a potential buyer for several acres of land in the industrial park. She also reported that residential sales are picking up, but there has been no other interest in the industrial park.
5. Ron Steinhorst presented the first version of the text for the video for the industrial park. The committee suggested several changes. Ron and Dick Johnson will revise the text, incorporate pictures and report back at the next committee meeting.
6. Options for separating the city downtown waterfront property were discussed. The consensus of the committee is that the city should try to sell the property as one parcel, rather than selling off lots piecemeal.
7. Updates from Administrator Hager were reviewed. Chairman Morack informed the committee that he had participated in a focus group sponsored by the Fox Cities Chamber of Commerce as part of their efforts to develop a comprehensive strategy for the area.
8. The meeting next month will be Tuesday, August 30th at 4:30. Kara Homan, Planner, East Central Wisconsin Regional Planning Commission, will be the speaker.

9. A motion was made to adjourn by O'Connell and seconded by Steinhorst. The motion passed unanimously. The meeting adjourned at 6:10 pm.

Dave Morack  
Chair, New London Economic Development Committee