

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

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

Also present: Kent Hager, Kara Homan, Lori Schneider, Mayor Henke (5:05), Laurie Shaw, Dick Johnson, and Sandy DuFrane.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Schirpke to adopt the agenda. Carried 6-0.
2. Chairman Morack welcomed Kara Homan to the meeting. Kara is a Principal Planner for Economic Development at the East Central Wisconsin Regional Planning Commission. Kara thanked the Committee for the opportunity to visit them and also informed the Committee that she recently accepted a new position as the Principal Planner for the Town of Menasha. Kara briefly discussed the various functions that the East Central Regional Planning Commission performs for the ten County region. She updated the Committee on the Comprehensive Economic Development Strategy that the Regional Planning Commission has prepared. She reviewed some very interesting statistics regarding our local economy that are available from a computer program that the Planning Commission has available for our use. The Regional Planning Commission is also working on a global trade strategy for our area. She noted that the leading matters for a community trying to attract new economic development are having good infrastructure and a talented work force. The Committee thanked Kara for her interesting presentation and wished her luck with her new position.
3. The Committee moved to the New London Access broadcast center. Dick Johnson premiered the City of New London promotional video that he and Ron Steinhorst had prepared to promote the North East New London Business Center. The Committee was very impressed with the quality and content of the video production and suggested that it be put up on the Internet as soon as possible.
4. Sandy DuFrane updated the Committee regarding marketing of our industrial park. She is still in communication with the prospective buyer she informed the Committee of last month. Sandy reported that the residential market is doing well and that people are moving into New London.
5. Mayor Henke and Laurie Shaw, New London Chamber of Commerce, updated the committee on their proposal for the new billboard out on Highway 45. The committee approved of their recommendation. A report on the specifics regarding timing and cost, along with options to cost share with the Tourism Commission will be brought back before the Committee at the next meeting.

6. Chairman Morack reported that Ms. Porath, Business Education teacher from the New London High School, has a student that may be interested in working with the Committee on a special project. The Committee discussed several possible projects that may be useful to follow through with, including work on a Facebook option. Chairman Morack will follow up with Ms. Porath regarding this matter and report back to the Committee.
7. Administrator Hager updated the Committee on his recent economic development work items including the following: he discussed recent developer interest in the City river front property, work on the trail easement with Saputo Cheese, options being considered for the planned future donation of the old Kwik Trip North property, the status of The Waters trail easement and reconstruction, status of the Flavor 8 Bottling Company, the County-wide tourism initiative and the status of the New London Lanes expansion project. The Mayor also noted that the County has contacted the City about possible traffic changes at the corner of Pearl Street and Wolf River Avenue near the Post Office. A change in turn lanes and the possibility of a four way stop instead of stop lights is being considered.
8. The meeting next month will be Tuesday, September 27th at 4:30. Ms. Porath and Frank Frassetto, the new Development Manager for the Wisconsin Economic Development Corporation are possible individuals to invite to present a program at the next meeting.
9. A motion was made to adjourn by Schirpke and seconded by Steinhorst. The motion passed unanimously. The meeting adjourned at 6:00 pm.

Kent Hager
City Administrator