

Meeting Minutes  
Economic Development Committee  
Tuesday – September 27, 2011 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Kent Hager, Frank Frassetto, and Madison Cooley (5:00) and Ashley Robbins (5:00).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Chairman Morack welcomed Laurie Shaw as a new Economic Development Committee member. Tate/Steinhorst to adopt the agenda. Carried 7-0.
2. Chairman Morack welcomed Frank Frassetto to the meeting. Frank is the Regional Development Manager for the new Wisconsin Economic Development Corporation. Frank introduced himself. He has been with the Wisconsin Economic Development Corporation since this last October. Previously he had worked at the federal level. With the new state administration, the old Department of Commerce has been changed into the new Wisconsin Economic Development Corporation. The Economic Development Corporation is only 86 days old as of the meeting date. They are filling out the new organization and trying to continue to conduct “business as usual” during the transition. They will be working closely with the local Economic Development Corporations such as the Waupaca County Economic Development Corporation and the Fox Cities Economic Development Partnership. They are creating a new organization with divisions that will better complement vertical and horizontal integration in the state. They will be focusing more on working directly with local economic development entities such as local area chamber of commerce entities. They want to bring the resources that Madison has to us locally. They are changing coverage areas for the Regional Development Managers to match the Regional Planning Commission boundaries. Frank answered several questions from the Committee and thanked the Committee for the opportunity to visit with them about the new Wisconsin Economic Development Corporation. The Committee thanked Frank for his interesting presentation and wished him and the Wisconsin Economic Development Corporation best of luck with implementation of their new organization.
3. 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 presented several economic development study opportunities for Ms. Porath’s class members to consider undertaking. Madison Cooley and Ashley Robbins were in attendance and expressed an interest in conducting a study of how the City may be able to utilize Facebook for economic development purposes. Considerable discussion was held regarding opportunities the students had to proceed with their study. Chairman Morack and Administrator Hager will meet with the students again to finalize a plan for the student’s research project. This will be further discussed at the next Economic Development Committee meeting.

4. A general discussion regarding the industrial park marketing video was held. Several options were reviewed regarding distribution of the CD. It was suggested to move the link for the video to the front page of the City web page and begin distribution of the CD.
5. The status of the billboard that is owned by the City on Highway 45 north was reviewed. A design has been approved for one side to advertise our industrial park. The Tourism Commission has agreed to a design and to pay for the other side of the billboard that will promote local tourism. Prices from three companies that provide billboard services were reviewed. A motion was made by Steinhorst and seconded by Tate to hire Schneider Signs out of Waupaca for \$2,200 per side for the new billboard. Carried 7-0.
6. Administrator Hager reviewed his monthly economic development memo and answered questions.
7. The Committee discussed how to react to the four private developers who have expressed an interest in submitting development proposals for the City downtown river front property. It was agreed to have Hager prepare an updated request for proposals with revised supporting information. Once this is complete the draft material will be forward to the Economic Development Committee members for their review and comment. Once finalized, the City will ask the four interested developers to submit proposals to the City for further consideration.
8. The next monthly meeting would ordinarily be on Tuesday, October 25<sup>th</sup>. Given a conflict, the meeting will move up one week to Tuesday, October 18th at 4:30. Suggested programs for that meeting are Jerry Murphy from The New North, a representative from SCORE (Service Corps of Retired Executives) out of Appleton, or the City Administrator from Clintonville to visit about their recent economic development success stories.
9. Tate/Shaw to adjourn. Carried 7-0. The meeting adjourned at 5:50 pm.

Kent Hager  
City Administrator