

Economic Development Committee
Tuesday, December 2, 2014 - 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Romberg, Shaw, Steinhorst and Schirpke. Tate and Dyreson were excused.

Also present: Mayor Henke and Administrator Hager.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Schirpke to adopt the agenda. Carried unanimously.
2. The Committee continued the discussion about a new brand for the City. A listing of Wisconsin communities' brands was reviewed. The Committee evaluated several alternative brand statements for the City including the following: Living on the Edge, Where Trails Meet, River City, Where the Rivers Mingle, and Land of Leprechauns, among others. After considerable discussion, a motion was made by Steinhorst and seconded by Romberg that the new brand for the City will be "New London, We've Got It." Motion passed unanimously. The new brand will be implemented and the Committee will review its success over time.
3. Administrator Hager presented his monthly report.
4. Chairman Morack informed the Committee that at the January 27th meeting we will have Deb Silvers present to discuss the State "Connect Communities" program. We will also have Jerry Rieder of Rieder Franchise Consulting present to talk about the services he provides by helping people establish a franchise business.
5. Steinhorst/Shaw to adjourn. Carried unanimously. The meeting adjourned at 5:25 pm.

Kent Hager
City Administrator