

Economic Development Committee  
Tuesday, March 25, 2014 - 4:30 p.m. - City Council Chambers

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

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

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Steinhorst to adopt the agenda. Carried 6-0.
2. Chairman Morack welcomed Sandy Dowling from Back Again Furniture and Home Decor. Sandy's business specializes in older furniture and home decorating items. Her business obtains new inventory almost daily. This keeps the store new and exciting. She moved her business from the Dale area to New London as most of her clientele come from the surrounding communities. She used to be out in the country. She felt that she needed a more highly traveled location in a central community like New London. Sandy reported that a number of people who frequent her shop never knew that New London had a Walmart, a Festival store and Walgreens. They were use to going to Appleton for their shopping and now frequent New London. Sandy works in partnership with several local businesses to promote each other's businesses. She works specifically with Canary and Gray, Familiar Grounds and the new Water Street Vintage store. People now come here to visit more than one store. Sandy was asked what issues she has encountered during the relocation of her business. Signage out along the side of North Shawano Avenue is not permitted and it inhibits people from noticing her business. The Committee offered to have City staff look into the matter and report back to her. Sandy is already looking at expansion alternatives for her business but is having real difficulty finding a space to rent. Either rent in existing vacant buildings is way above the local market average, or the vacant property owner is only willing to sell. The Committee welcomed Sandy to New London and offered any assistance the City may provide to help her business grow and prosper.
3. The listing contract with Terry Bomier for the North East New London Business Center will be expiring on April 21, 2014. Terry will be invited to attend the April Economic Development Committee meeting to review the progress that he has been able to make.
4. Administrator Hager updated the Committee regarding his activities.
5. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, April 29th at 4:30 pm.
6. O'Connell/Schirpke to adjourn. Carried unanimously. The meeting adjourned at 5:10 pm.

Kent Hager  
City Administrator