

Economic Development Committee
Tuesday, April 29, 2014 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, John Faucher, Jason Gallmeier, and Mike VanAbel.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Romberg to adopt the agenda. Carried 5-0.
2. Chairman Morack welcomed Jason Gallmeier and Mike Van Abel from Bomier Properties. Terry Bomier was unable to attend the meeting as planned. Jason and Mike updated the Committee on the marketing efforts Bomier Properties has undertaken to try and secure a developer for the City downtown river front property. They contacted nearly 50 major residential real estate developers from the region. The only interest expressed was from three developers who utilize tax credits to assist with the development of multi-family housing. Terry and his staff will be looking at commercial development alternatives for the site as well as residential. There are definitely more challenges in developing this property with a commercial use. There were no major comments coming from the development community regarding this property either positive or negative. The listing contract with Bomier Properties for the City downtown river front property expired on April 21, 2014. A motion was made by O'Connell and seconded by Romberg to renew the Bomier listing contract for one year. Carried 5-0.
3. The Committee next reviewed their thoughts after reading the book *Boom Town, The 7 ½ Keys to Big Success In Small Towns* by Jack Schultz. Chairman Morack and Mayor Henke attended a presentation by Mr. Schultz at the League of Wisconsin Municipalities conference. In short, the author studied census data and determined which communities in the United States were growing. He then set out to find out why. In the process of this analysis, Mr. Schultz highlighted several communities and determined that there were seven and a half keys that seem to result in success for these small communities. These keys are: 1) Adopt a Can-Do Attitude, 2) Shape Your Vision, 3) Leverage Your resources, 4) Raise Up Strong Leaders, 5) Encourage an Entrepreneurial Approach, 6) Maintain Local Control, 7) Build Your Brand, and 7 ½) Embrace the Teeter-Totter Factor. Several examples were studied by the Committee from the book which resulted in a number of observations that New London may want to pursue including the following: be a bird city, focus on the lumber industry, telecommute from home, catch people on their way up north, New London is nature's waterpark, develop an atmosphere where people want to live, your fishing dream starts here, develop a substantial Vietnam war memorial, we are the "Huck Fin" segment of the river, promote the history of steamboats on the Wolf, develop our trail system and incorporate historic signage along our trails. Several other ideas were also considered. All agreed that the book was the basis of a good framework for discussion on how to improve our local economy and our community. The Committee will continue to consider the book's principles in development of New London in the future.

4. Administrator Hager updated the Committee regarding his activities.
5. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, May 27th at 4:30 pm. Mike Hendrick from Outagamie County will be present to discuss the County Revolving Loan Fund program.
6. Dyreson/O'Connell to adjourn. Carried unanimously. The meeting adjourned at 5:45 pm.

Kent Hager
City Administrator