

Economic Development Committee  
Tuesday, May 27, 2014 - 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke and Administrator Hager.

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 had hoped to be able to welcome Mike Hendrick, Planning Director for Outagamie County. Unfortunately, Mike recently retired and was unable to attend the meeting. Mike was going to inform the Committee about the Outagamie County "Prosperity Fund." The Prosperity Fund operates much like the City Revolving Loan Fund program, however, since the County program utilizes strictly county funds and no federal or state funds, their program can be quite a bit more flexible in its application. Kent will make contact with the County and arrange for a future presentation about the program.
3. The Committee continued their discussion from the last meeting regarding the book "Boomtown." The book's topics regarding shaping your community vision drew the most interest. Discussion regarding taking advantage of our many natural resources also occurred. The focus was on fishing, tubing and kayaking, sturgeon, Mosquito Hill as well as other paddle sports. Committee member Laurie Shaw explained how the Chamber of Commerce had conducted quite a bit of work in the recent past regarding a City "brand" and "vision" for the future. It was agreed to follow up this Committees' discussion with review of the studies that have already been conducted by the Chamber of Commerce
4. Administrator Hager updated the Committee regarding his activities. Kent reported that he and Laurie walked door-to-door and visited our downtown businesses on North Water Street. Laurie updated each business visited about the Chamber sponsored concerts in the park. Administrator Hager distributed information regarding the City building improvement grant program. Kent noted that several businesses expressed an interest in applying for the grant funds to make improvements to their respective businesses.
5. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, June 24th at 4:30 pm. Dave Thiel is scheduled to give a presentation on the county-wide internet based tourism promotion project.
6. Steinhorst/Tate to adjourn. Carried unanimously. The meeting adjourned at 5:32 pm.

Kent Hager  
City Administrator