

Economic Development Committee  
Tuesday, June 24, 2014 - 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Romberg, Shaw (5:10), Schirpke and Steinhorst. Dyreson and Tate were excused.

Also present: Mayor Henke, Administrator Hager, Dave Thiel, Bill Zeinert, Brian Kurszewski, Sandy DuFrane and Jim Hoffman.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Schirpke to adopt the agenda. Carried 5-0.
2. Jim Hoffman was present to visit with the Committee about the promotion of the Southside business community of New London and in particular his business that is for sale, London Wash. Jim distributed a listing of promotional facts for the City and asked for the Committee to consider endorsing his efforts to market his business. The Committee agreed to assist Jim where appropriate.
3. Chairman Morack welcomed Dave Thiel, Director of the Waupaca County Economic Development Corporation and Bill Zeinert, marketing consultant. Dave and Bill addressed the Committee and made an informative presentation of the County-Wide tourism internet site. This is a cooperative tourism marketing effort between all Waupaca county government entities and our business community that was started utilizing grant funds from the state. In the last 30 days there have been nearly 2,000 unique visitors to the web site. Utilizing Facebook, another 18,000 people have been reached. Facebook has had 71% of the visitors being female. YouTube has had over 6,000 visitors of which 61% are male. You are encouraged to visit the web site at [Visitwaupacacounty.com](http://Visitwaupacacounty.com). Everyone has been pleasantly surprised at how successful the internet site has been in such a short period of time. It used to be that tourism marketing was based on a published document. Not anymore. We have to go digital. More work will be occurring to keep the effort current and attractive. In the future, the City will be approached to continue this cooperative effort with some financial assistance. This effort is proving to be a valuable marketing project that gives us a very good return for our cooperative expenditure of funds. The Committee thanked Dave and Bill for their presentation and assured them of our support for the future of this worthwhile endeavor.
4. Brian Kurszewski was present to update the Committee regarding the Youth Apprentice Program. Brian had previously visited the Committee to report on the apprentice program. Currently there are five students working in two different local businesses. Brian intends to publish a series of articles in the local paper about the program to get the word out about what the apprentice program is and how it can play a valuable role in some of our student's futures. More and more demand for qualified workers is happening now. Given our future demographics, this demand will continue to grow as the baby boom generation retires. The Committee thanked Brian for his hard work and wished him continued success with the Youth Apprentice Program.

5. Sandy DuFrane was present and inquired with those present about recent developments in the community. She reported no contacts for the North East New London Business Center. She did note that the local residential real estate market is improving very well.
5. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, July 29th at 4:30 pm. Dave Johnson, Outagamie County Assistant Planning Director will be present to talk about the County Revolving Loan Fund Program.
6. O'Connell/Schirpke to adjourn. Carried unanimously. The meeting adjourned at 5:52 pm.

Kent Hager  
City Administrator