

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

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

Also present: Mayor Henke, Administrator Hager, Jeff Bodoh, Terry Bomier, Michael Van Abel, Dave Johnson, John Faucher, and Jim Hoffman.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Tate to adopt the agenda. Carried 7-0.
2. Terry Bomier and Michael Van Abel from Bomier Properties were present to talk about their marketing efforts regarding the City of New London downtown river front property. Terry noted that there was some recent interest expressed by a developer of tax credit housing. It was noted that this type of housing is to be occupied by income qualified individuals and families. For Waupaca County a family of four can have a maximum income of just over \$50,000 and qualify. After considerable discussion, the Committee asked that Mr. Bomier proceed with marketing the property to all interested parties.
3. Dave Johnson, Outagamie County Assistant Planning Director addressed the Committee regarding the new County revolving loan fund program titled the "Prosperity Fund." The Prosperity Fund operates much like the City of New London revolving loan fund program; however, since the County funded this program directly with their own funds, there are no federal requirements that have to be met. This makes it a much easier program to implement for the County and less burdensome on the successful applicant. The Committee thanked Dave for his informative presentation and agreed to promote the Outagamie County Prosperity Fund locally.
4. Jim Hoffman was present again 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 and Committee members shared thoughts regarding development possibilities for this area of the community. All agreed to support one another in the future development of New London.
5. The Fox Cities Regional Partnership has started a "Ready to Build" initiative where vacant property receives a higher level of study prior to it being sold. The intent is to remove potential risks and uncertainty surrounding matters such as zoning designation, discovery of environmental contamination, problems associated with utility delivery, political review process, and others. Administrator Hager and Public Works Director Jeff Bodoh reviewed the "check list" of research items that have to be addressed prior to being designated as "ready to build." For the North East New London Business Center three studies will need to be completed in order to receive the "Ready to Build"

designation. These are an archeological study with an estimated cost of \$7,700, an endangered species study for \$1,200 and a Phase I Environmental Review for \$3,500. Hager and Bodoh recommended that the Phase I Environmental Review be conducted within the current Economic Development budget this year and that the archeological and endangered species studies be budgeted for next year. Romberg/Steinhorst to proceed with the Environmental Phase I study this year. Carried 6-1 (O'Connell).

6. The Committee reviewed items to be included in the ten-year capital projects plan. It was suggested that we budget for an update of the City billboard with new back boards at an estimated cost of \$9,500 and lighting both sides of the billboard at an estimated cost of \$10,000. The Committee also would like to have a fund started to replace the old "Welcome to New London" signage and to also place new "Welcome" signage where it currently does not exist. The Committee suggested reserving \$10,000 a year for ten years to incrementally accomplish these improvements. Administrator Hager will submit these requests for placement in the ten-year plan.
7. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, August 26th at 4:30 pm. At that time the Committee will review the New London Tourism study documents.
8. Tate/Steinhorst to adjourn. Carried unanimously. The meeting adjourned at 5:55 pm.

Kent Hager  
City Administrator