

Economic Development Committee
Tuesday, August 26, 2014 - 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Romberg, Shaw, Schirpke, and Steinhorst. Tate was 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. The Committee reviewed the results of a tourism marketing study that was funded by the Tourism Commission and published in 2008. The study evaluated the current tourism marketing efforts in New London. The consultant interviewed numerous community partners, and they conducted a "secret shopper-style" visit. The study offered two brands to pursue to increase the local tourism economy. The first one was that given the number of events that the City has, we should promote ourselves as a community where there is almost always something going on. The other platform to promote was that you do not have to drive out of town to experience the outdoors. A general discussion of the results of the study was held. Several specific examples of brands for the City were talked about including the following: Rivers of Opportunity, Opportunity Awaits, New London Close to Everything, Opportunity for All, and Bridges of Opportunity among others. The Committee agreed to consider this matter further at a future meeting.
3. Administrator Hager's report was reviewed. It was noted that the new McDonald's project has been postponed until next year. Also noted was that the developers that were proposing a new apartment building project on property behind Walgreens have decided to look for another site in the City.
4. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, September 30th at 4:30 pm. At that time the Committee will continue the discussion regarding brands for the City.
5. Tate/Steinhorst to adjourn. Carried unanimously. The meeting adjourned at 5:55 pm.

Kent Hager
City Administrator