

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

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

Also present: Mayor Henke, Administrator Hager, School District Administrator, Kathy Gwidt; School District Director of Business Services, Joe Marquardt; and School Board Members, John Faucher, Jeremy Gorges, and Kim Schroeder.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Morack to adopt the agenda. Carried unanimously.
2. The Committee welcomed School District Administrator Kathy Gwidt, Director of Business Services, Joe Marquardt and School Board members John Faucher, Jeremy Gorges, and Kim Schroeder. The School District of New London will have a referendum question on the next general election ballot. The referendum will ask District voters to authorize the School District to exceed state imposed revenue limits by \$500,000 annually for four years. The intended use of the funds is as follows: to fix School District building roofs at an estimated cost of \$1.4 million over four years; modify School District buildings to increase safety and security; and funding to maximize student achievement. This is a non-recurring referendum. After the four years of increased expenditure the authority to exceed the spending limit is removed. The estimated impact of the increase would be about \$50 a year on a home with a value of \$100,000 and \$75 a year on a home that is valued at \$150,000. The current bond debt to build the High School will be paid off in four more years. When this occurs, it will result in a tax reduction of about \$200 per \$100,000 of property valuation. A question was asked if there were any other referendums being considered for the future and the answer was "no." The New London School District has a very low average expenditure per student of just \$9,256 where the state average is over \$10,000. The Committee watched a very informative video tour of the roof problems that the District faces. Of the total referendum amount of \$2 million, over 70% or \$1.4 million is allocated just to fix existing problems with School District building roofs. The District believes firmly that an informed public is best for our school and community. If anyone would like to have the School District representatives come visit with their group about the referendum, please call them. Of course, if any individual has a question, please give Kathy or Joe a call or stop and visit them at their office. The Committee thanked Kathy and Joe for their presentation.
3. District Administrator Kathy Gwidt next addressed the Committee about the DECA program at the High School. The Mission of the DECA program is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. The program is associated with the School of Enterprise Marketing. Students learn what it takes to be an entrepreneur and a leader. An excellent example of an innovative project that DECA has undertaken is "Percy's Pro Shop" where the

students develop all their own advertising and marketing information to sell Bulldog clothing. They then set up a retail store to sell Bulldog items. This project is in cooperation with Familiar Grounds and will be held there on November 21st thru the 23rd. They will also be open on November 29th and then again prior to Christmas from December 3rd thru December 23rd. The participants in DECA really get their foot in the door on what it takes to start a business. The Committee wished the DECA participants well with their endeavors.

4. Administrator Hager's report was reviewed.
5. Chairman Morack informed the Committee that the next regular meeting will be Tuesday, October 28th at 4:30 pm. We tentatively have Dan Berkin from Shiocton Cut Stock on the agenda to review their future plans.
6. Steinhorst/Morack to adjourn. Carried unanimously. The meeting adjourned at 5:45 pm.

Kent Hager
City Administrator