

Economic Development Committee
Tuesday, October 27, 2015 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager and David Asman.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Schirpke to adopt the agenda. Carried unanimously.
2. The real estate listing contract with Terry Bomier of Bomier Properties is coming to a close this November. Chairman Morack reported to the Committee about his phone call visit with Terry. Terry was somewhat frustrated that all the work that he and his firm put into marketing both the downtown river front property and the industrial park property did not yield any concrete results. It was observed by the Committee that all of the regional developers in the area are aware of the availability of our properties. Both the industrial park and the river front properties are in the state-wide real estate data base and also in the Regional Partnership data base. The consensus of the Committee was to refrain from listing the properties at this time.
3. The Committee considered the critical review comments regarding our brand statement and video that were made at the September Committee meeting by Kitty Johnson from Cap Services and Colleen Merrill from the Wisconsin Small Business Development Center, Oshkosh. The Committee discussed their observations at length. It is obvious that we can't address all possible worlds with one video. The current video is focused on industry. We will need additional videos to address different scenarios like a video for small industry, or a separate video for start-up businesses and downtown retail to name a few. It was agreed that the Committee members will come up with some additional bullet points for a new video and these will be reviewed at the next meeting. The current video should be amended to show more diversity in some areas. Kitty Johnson had expressed a desire to help the Committee in the future and that she may be interested in being a future member of the Committee. Chairman Morack and Administrator Hager will look into this matter further.
4. Administrator Hager reviewed his most recent work activates with the Committee.
5. The Mayor reviewed with the Committee his attendance at the Outagamie County Board meeting where their budget was reviewed. At the request of the Fox Cites Regional Partnership, the Mayor addressed the County Board on behalf of the funding request for County participation and funding for the Regional Partnership. The County appeared to be receptive to the funding request.

6. O'Connell noted that Governor Walker has appointed Mark Hogan as the new CEO for the Wisconsin Economic Development Corporation. Administrator Hager was asked to draft a letter to Mr. Hogan and congratulate him on his appointment and to invite him to visit New London and the Economic Development Committee in the future.
7. The next regular Committee meeting is scheduled for November 24th. It was suggested that we invite Dr. Karen Widmar, Director of the North East Technical College Entrepreneur Resource Center to the November meeting.
8. There being no public comment, a motion was made by O'Connell/Schirpke to adjourn. Carried unanimously. The meeting adjourned at 5:10 pm.

Kent Hager
City Administrator