

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

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

Also present: Mayor Henke and Administrator Hager, Naletta Burr, Deb Silvers, Jerry Rieder, Ann Hunt, Sandy DuFrane, Rita Thiel, John Faucher, and Dave Asman.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Tate to adopt the agenda. Carried unanimously.
2. Deb Silvers introduced Naletta Burr. Naletta is the Community Account Manager for our area with the Wisconsin Economic Development Corporation. Naletta addressed the Committee regarding the Wisconsin Economic Development Corporation, Connect Communities Program. Up to twenty communities are selected annually based on a competitive application to participate in the program. The program has thirty active participants at this time. The application is made to the Wisconsin Economic Development Corporation to participate in the program. It is recommended that a Committee be appointed to oversee the project with a minimum of five people, most of which should represent the downtown community. There is an annual fee of \$200 to participate in the endeavor. Participating communities are provided a range of services and resources from the state including the following: participating in a Main Street Executive Director Workshop, an on-site visit from a WEDC Community Account Manager to assist in identifying needs and offering assistance, and involvement in many ongoing training programs. Twice a year a "round table" discussion is held with all participating communities invited to attend and share their respective community development stories. The Connect Communities program is a complementary program to the Wisconsin Main Street Program, a downtown revitalization program targeting the historic and economic redevelopment of tradition downtown business districts. There is no grant funding tied to the program. Applications to participate in the program are due no later than April 10, 2015. O'Connell/Steinhorst to seek out an advisory committee for the program and recommend that an application be submitted to the state to participate in the Connect Communities program. The City will also fund the annual \$200 fee. The motion passed unanimously.
3. Jerry Rieder of Rieder Franchise Consulting addressed the Committee. Jerry's company, Rieder Franchise Consulting, provides advisory services to private individuals who are looking to establish a franchise in their communities. Jerry assists these individuals with evaluating their goals and helps them make the right decision on a franchise that will work best for them. Jerry represents over 500 different franchise opportunities. Jerry gave an informative presentation about what a franchise is, the different types of franchises that are available and what major controls and laws are in place regarding

franchising. Businesses that are franchised will research your community to determine if your local market will support their business. They then seek out an operator for the franchise. In other words, a community typically cannot successfully go out and recruit a particular franchise; the franchised business ordinarily has to come to you. The Committee thanked Jerry for his informative discussion.

4. The current listing contract for the North East New London Business Center with Century 21 has been in place for five years and has expired. The property has been listed in the past with Bomier for three years and with MLG Commercial for three years. A general discussion was held regarding if there was a continued need to list the property. Romberg/O'Connell to not list the property at this time. The motion passed unanimously.
5. The League of Wisconsin Municipalities has undertaken a new initiative to more directly involve local communities in their work to advance municipal initiatives to the state legislature through a program called "Partnership for Prosperity." The League has asked that Cities who are members of the League support this new initiative by adopting a Resolution of support. Romberg/Steinhorst to recommend to City Council the adoption of the resolution supporting the League of Wisconsin Municipalities, Partnership for Prosperity program. The motion passed unanimously.
6. Administrator Hager presented his monthly report.
7. Chairman Morack informed the Committee that at the February 24<sup>th</sup> meeting we will have Dennis Hilker of Hilker Trucking visit the Committee to discuss options for the future expansion of his business.
8. O'Connell/Steinhorst to adjourn. Carried unanimously. The meeting adjourned at 5:58 pm.

Kent Hager  
City Administrator