

Economic Development Committee
Tuesday, February 24, 2015 - 4:30 p.m. - City Council Chambers

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

Also present: Mike Barrington, Administrator Hager, John Faucher, Julie Blohm, and John Zehner.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Steinhorst to adopt the agenda. Carried unanimously.
2. Dennis Hilker of Hilker Trucking addressed the Committee regarding options that may be available for him to consider for expansion of his trucking business here in the City. Dennis explained that his business has been growing and he currently has 20 trucks on the road and maintains about 24 employees. It was agreed to have Administrator Hager and Building and Zoning Inspector Hanlon take Mr. Hilker on tour of the North East New London Business Center so that Mr. Hilker can get a better idea of what the City has available for the possible expansion of his trucking business. The Committee and City Staff will keep in touch with Dennis and assist him in his expansion plans where appropriate.
3. Dan Berken from Shiocton Cut Stock sent Kent an email the day of the meeting and apologized for not being able to attend the meeting as originally planned. He reported that he will be getting their financial statements in order for a later presentation sometime this spring. After considerable discussion a motion was made not to renegotiate a third development agreement for the location of Shiocton Cut Stock to the North East New London Business Center. Motion carried unanimously.
4. Deb Silvers and Rita Thiel were unable to make the meeting as planned. They are recruiting for members to participate in the Connect Communities committee. Kent is working on a draft of the grant application which is not due to the state until April 10th.
5. The Committee visited at length about promoting a new brand statement, "We've Got It." The current brand statement "Reflecting the Pride" has been in place for over 15 years and is printed in numerous locations. It was suggested that we try and inventory all the locations where the brand statement exists. Phasing in the new brand was considered the best approach to take and to utilize YouTube and social media more with brief promotional segments. The Committee would like to visit further about this at the next meeting. Chad Hoerth, the City Parks and Recreation Director will be asked to attend the meeting to discuss how best to utilize existing television and social media outlets to promote the City's new brand.

6. Administrator Hager presented his monthly report.
7. Chairman Morack informed the Committee that the March 31st meeting has been rescheduled to right after the regular Finance and Personnel Committee meeting on Wednesday, April 8th. A motion was made by O'Connell and seconded by Shaw to move the next Committee meeting to April 8th immediately following the Finance and Personnel Committee meeting that same day. Carried unanimously.
8. Chairman Morack reviewed with the Committee what he learned when he recently attended a portion of the recent Governor's Conference on Economic Development in Madison.
9. Committee member Shaw expressed a concern she had received regarding trash and cigarette butt accumulation in our downtown. After discussion regarding this matter, the Committee members were asked to further consider this problem and be prepared to discuss it at the next meeting.
10. O'Connell/Shaw to adjourn. Carried unanimously. The meeting adjourned at 5:50 pm.

Kent Hager
City Administrator