

Economic Development Committee
Tuesday, April 28, 2015 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Bill Zeinert, John Faucher, Nicole Kelley and James Kelley.

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. The Committee welcomed Bill Bishop as new member of the Economic Development Committee. Bill is the Branch Manager for the Bank Mutual office in New London.
3. Chairman Morack introduced Bill Zeinert owner of the Clintonville based marketing firm, My Marketing Director. Bill had been asked to attend the meeting to talk about marketing the new “brand” for the City, that being “We’ve Got It.” The modern world is changing rapidly. We all remember the days when marketing consisted of newspaper and radio as the main advertising outlets. Today, the use of digital marketing has overtaken the print and radio systems to a great extent. YouTube, Facebook, Google, Instagram are all now used by the majority of people. Today, this is where you have to focus your marketing efforts. You need to create a digital message that is unique, relevant, and compelling. When you use to market by print or radio, it was a “one-time” event. Now with the internet, your message is out there all the time. You can also include video promotion on the internet as well. You need to be prepared for the “long haul” when marketing on the internet. You have to have a consistent message that is updated frequently. You need to build trust and know your audience. It was observed that it is easier to promote what we have already been successful at rather than trying to create something new. Items that are successful for the City are the sturgeon run and walleye run as well as the Saint Patrick’s Day events. We all need to be in a constant learning mode when dealing with digital marketing as the technology changes so fast. Now tablets and smart phones are replacing desktop computers and laptop computers. It was suggested that the Committee needs to discuss the options that have been covered at the meeting and get some more focus on where we want to go and to put a plan together to get the specifics of what we want to accomplish. Once a plan is in place, we can figure out what help we need to accomplish the tasks identified in our plan. We can have a major goal that we want to accomplish, but it is best to understand that it is the smaller marginal steps forward that are just as important to try and reach this significant goal. We can’t steer the City into the future unless we are moving forward. The next meeting of the Committee will be devoted to developing a digital marketing plan for our future.

4. Administrator Hager has asked several times for an appointment with Dennis Hilker to take him on a tour of the North East New London Business Center. Mr. Hilker has been very busy with his work and has had to postpone the appointment several times. Administrator Hager will continue to follow up on this matter.
5. Administrator Hager presented his monthly report. He informed the Committee that Police Chief Schlueter recently visited all downtown liquor licensed establishments and talked with them about policing in front of their buildings for trash and cigarette butts. He also reminded the business owners regarding enforcement of the open container law.
6. Administrator Hager reported that he has been working with Terry Bomier to get the six-month listing contract in place for the North East New London Business Center. All is going well. Mr. Bomier asked that since we are listing the North East New London Business Center with him for six months, that it would be good to keep the listing for the downtown river front property with Bomier Prosperities for six more months as well. All agreed.
7. Chairman Morack asked for any public comments. John Faucher was present. John observed that we as residents of the City don't realize the number of people who visit our area for fishing that have extensive corporate contacts. These people love this area and visit as often as they can. There may be an opportunity for us to try and persuade them to relocate some of their corporate business here to the New London area in the future. It is just a matter of trying to continue to have our community make a good impression by not only maintaining our community assets but improving them over time.
8. The next regular Committee meeting is scheduled for May 26th. The Committee will focus this meeting on a discussion regarding a plan to market our community digitally. Ralph Thern our Outagamie County Supervisor will be invited to a future meeting, possibly the June 30th meeting.
9. There was no public comment.
10. O'Connell/Steinhorst to adjourn. Carried unanimously. The meeting adjourned at 6:05 pm.

Kent Hager
City Administrator