

Economic Development Committee
Wednesday, April 8, 2015 – 4:55 p.m. - City Council Chambers

Members present: Morack, O'Connell, Romberg, Tate, Steinhorst, Schirpke (5:25). Shaw and Dyreson were absent.

Also present: Mayor Henke, Mike Barrington, Administrator Hager, Chad Hoerth, Terry Bomier, Julie Blohm, and John Zehner.

1. The meeting was called to order by Chairman Morack at 4:55 p.m. Tate/O'Connell to adopt the amended agenda by moving item 7 to item 3. Carried unanimously.
2. The Committee had previously considered not listing the North East New London Business Center with a real estate firm. It was also noted that the listing for the downtown river front property is expiring at this month. It was suggested not to re-list this property as well. Rather than list with a single real estate firm, the thought was to allow for any and all real estate professionals and their firms to be eligible for some form of compensation, much like a commission, for a successful sale and development of either the North East New London Business Center or the City downtown riverfront property. Mr. Terry Bomier from Bomier Properties spoke with the Committee and suggested that it may be beneficial to list the industrial park property for a limited six-month term with his firm. He would like to make contact with all existing industrial and manufacturing companies in the City to see if there is a possibility of expanding their current business and to also see if any of their suppliers may have an interest in locating closer to the local industry. A motion was made by O'Connell and seconded by Romberg to recommend to City Council that the City enter into a six-month listing contract with Bomier Properties for the North East New London Business Center. Motion passed unanimously. It was agreed not to list the downtown property at this time.
3. The Committee began a discussion about how best to market a new "brand" for the City, that brand being "We've Got It." City Parks and Recreation Director, Chad Hoerth visited with the Committee about options available via the internet and the use of social media to market the brand. After considerable discussion, it was agreed that the Committee invite Bill Zeinert from the firm My Marketing Director out of Clintonville to address the Committee at the next meeting on April 28th about options to promote the new brand. Administrator Hager will make the arrangements.
4. The Committee received a number of concerns and complaints about the problem of cigarette butts and trash accumulating in our downtown. It was noted that in the past, the Forward New London group had offered a common exterior cigarette ash tray to businesses and also had arranged for light pole mounted trash receptacles. Still the problem persists. It was noted that the principal problems seem to be in front of the bars downtown. It was suggested that in the past, private property owners took it upon

themselves to clean up in front of their business and that if these business owners were asked to follow up with cleaning in front of their business, the problem areas may be reduced. All agreed that it is not a responsibility of the taxpayers to keep the areas clean in front of individual private businesses. It was suggested that our Police Department be more vigilant regarding open container violations. A motion was made by O'Connell and seconded by Romberg to ask that the Chamber of Commerce consider sending a letter to the liquor licensed establishments in the downtown area and ask them to take it upon themselves to clean up in front of their businesses and to remind them that the open container law is in place. Motion passed unanimously.

5. The Committee reviewed the status of the Connect Communities application that was previously approved for submission at the January 27th meeting. Administrator Hager has prepared the application with assistance from Staff and the Chamber of Commerce. It has been reviewed and is ready for submission to the state. At the January 27th meeting it was noted that an advisory committee needs to be authorized to run the Connect Communities program if the grant application is successful. Administrator Hager circulated a list of interested citizens that Deb Silvers recruited to be members of the committee to oversee the Connect Communities program. These proposed members are as follows: Deb Silvers, Director, Jessica Beckendorf, UW Extension, Rita Thiel, Treasurer, Ali Garrigan, Marketing, Jo Collar, Member, Jerry Finch, Member, and Barry Juneau, Member. A motion was made by Romberg and seconded by O'Connell to agree with the suggested Committee members to oversee and run the Connect Communities program. Motion passed unanimously.
6. Administrator Hager had an appointment to take Dennis Hilker on a tour of the North East New London Business Center. Mr. Hilker requested to reschedule the tour.
7. Administrator Hager presented his monthly report.
8. The next regular Committee meeting is scheduled for April 28th. Bill Zeinert of My Marketing Director will be invited to attend. Ralph Thern our Outagamie County Supervisor will be invited to the May 26th meeting.
9. There was no public comment.
10. O'Connell/Tate to adjourn. Carried unanimously. The meeting adjourned at 5:55 pm.

Kent Hager
City Administrator