

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

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

Also present: Mayor Henke, Administrator Hager, Amy Pietsch, Dave Thiel, and Scott Belile (4:50).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Tate/Steinhorst to adopt the agenda as amended. Carried unanimously.
2. The Committee visited at length with Dave Thiel, Executive Director for the Waupaca County Economic Development Corporation regarding the new implementation requirements for the revolving loan fund program. Several more strict compliance requirements are being called for as part of the program including the following: payment of Davis Bacon prevailing wage rate on construction projects, no defederalization of funds can occur, employers must hire a minimum of 51% low moderate income employees and certify this number bi-annually, and each project that involves construction will have to comply with environmental review requirements. Given the foregoing, implementation of the revolving loan fund program locally has come to a near halt state-wide. A number of alternate methods to implement the revolving loan fund program are being considered including regionalization of the program within a non-profit organization, much like the current housing rehabilitation program is being implemented. The best advice now is to wait and see how this all shakes out at the state and federal level. The Committee thanked Dave for his assistance.
3. The Committee was interested in visiting with Dave about the possibility of conducting a local "job fair." Dave has helped put on a job fair for Waupaca County on numerous occasions. These events have been traditionally held in Waupaca. The job fair is a county-wide endeavor. The committee noted that given the job fair being held on the west side of the county, us folks over on the east side have a tendency to feel disconnected with the current job fair. Dave noted that they have been considering holding an additional job fair and if we could provide an active member to participate on the job fair board, they would most certainly consider holding a job fair in New London. Being in New London may prove to be advantageous as the job fair may be able to pull prospective participants from the Fox Cities. Committee member Laurie Shaw agreed to represent New London at the next job fair board meeting. We hope to bring a job fair to the City of New London in the near future.
4. Amy Pietsch, Director for the Venture Center at Fox Valley Technical College spoke to the Committee about the E-Seed program and marketing the new brand, We've Got It. Amy is the Director for the Venture Center at Fox Valley Tech. They do a number of training

and design workshops for local businesses and entrepreneurs. Amy conducts a number of classes, one in particular called Business Model Design Workshop where she presents information regarding business location. She noted that she would be happy to provide the students with information regarding the City of New London and our willingness to be open and accommodating for the location of new prospective businesses. Amy also noted that we are the only community that has ever asked her to market their community to her students. The Committee noted that we expect to have a new video soon to promote New London and that this would be a perfect informational item for Amy to present to her students. Administrator Hager will provide Amy with the video upon its completion.

5. Committee member Steinhorst distributed his draft script for the “We’ve Got It” video targeting industry. The Committee reviewed the document and assigned Ron an A+ for his work.
6. Laurie Shaw briefed the Committee on the work that the Downtown Tuesday morning group is undertaking. They are working with Dick Johnson on an outline for a video to focus on the other two major marketing target areas, that being tourism and new residents. They have identified nine subcategories to further target our marketing message too. Work on this endeavor continues.
7. Administrator Hager informed the Committee of a potential industry expansion in New London and the fact that he was asked to sign a confidentially agreement as part of this communication. After a brief discussion a motion was made by Romberg and seconded by O’Connell to recommend to City Council that Administrator Hager be authorized to negotiate a development agreement with the local industry in the total amount of \$125,000 payable over five years at \$25,000 a year provided the proposed improvement is built here in New London. Passed unanimously.
8. The next regular Committee meeting is scheduled for August 25th. Our Outagamie County Board member, Ralph Thern will be invited to visit the Committee to talk about supporting the budget request for the Fox Cities Economic Development Partnership. The Committee may also visit with Missy Porath about obtaining assistance from her high school class in marking our new brand.
9. Steinhorst/O’Connell to adjourn. Carried unanimously. The meeting adjourned at 6:07 pm.

Kent Hager
City Administrator