

Economic Development Committee  
Tuesday, August 25, 2015 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Bishop, Steinhorst, Schirpke, and Shaw. Romberg and Tate excused.

Also present: Mayor Henke, Administrator Hager, Ralph Thern, Missy Porath, Dick Johnson and John Faucher.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/O'Connell to adopt the agenda. Carried unanimously.
2. The Committee visited with Ralph Thern our Outagamie County Board member. The Mayor informed Mr. Thern of our sincere interest in having him represent us at the County Board level as supporters for county funding of the Fox Cities Regional Partnership. The entire county receives a benefit from all the work that the Fox Cities Regional Partnership accomplishes. It would be extremely beneficial for all of us to have the County take a leadership role and assist with funding the regional organization. We cannot do economic development activities standing alone. We can accomplish much more working together. The Committee asked Ralph to consider the City's support for County participation in the Fox Cities Regional Partnership when the question comes up next for funding in the Outagamie County budget. The Committee thanked Mr. Thern for his time and his favorable consideration of this matter.
3. The Committee next visited with Missy Porath who teaches the School of Enterprise Marketing at the New London High School. First considered was how her class may assist in marketing the new city brand, that being "We've Got It!" The Committee reviewed the draft video that Dick Johnson had prepared based on the script that Committee member Steinhorst had prepared. The Committee suggests that Ms. Proath's class may find changing the city billboard on Highway 45 North to be a worthwhile project. Missy noted that her student are pulled in a number of different directions, but she will certainly include the brand marketing item and work on the City billboard as optional projects for her students to consider undertaking this school year. It was also suggested that it would be beneficial for a student to consider working on our brand marketing through the various social media outlets that are available. The Committee thanked Missy for her offer of assistance.
4. Dick Johnson and Committee member Steinhorst reviewed the "We've Got It" video targeting industry. The video is intentionally short at only 53 seconds. There are 36 different shots in the video of various City of New London attributes. It is "short and sweet." It was agreed to have the video put up on the City web site and on Facebook. It was agreed that it would also be beneficial to partner with the I Heart New London group to include the video in the work that they are doing. Laurie reported that she is

working on getting a similar short video up and running that will specifically target tourism. Work will also occur on a video targeting our retail economy.

5. Administrator Hager's report was reviewed. Kent noted that the former Curt's Barbershop building will be available for rent soon. He also noted that he had received two new applications for the Building Improvement Grant Program. One from the owner of the former Book World building and one from Bree's Inn. It was noted that the Job Fair is scheduled for Thursday, October 29<sup>th</sup> at the Washington Center from 1:00 to 6:00 pm. Advertisements for this event will be coming out shortly. Kent also stated that that both listing contracts for the City downtown river front property and the North East New London Business Center with Bomier Properties will be expiring this November. Kent has asked Terry Bomier to attend either the September or October Economic Development Committee meeting to talk about what Terry accomplished and how to proceed in the future.
6. The next regular Committee meeting is scheduled for September 29<sup>th</sup>. Suggested speakers for the next meeting are Kitty Johnson, Jobs & Business Development Coordinator from CAP Services and Colleen Merrill, Director from the Wisconsin Small Business Development Center at UW-Oshkosh.
7. The Mayor noted that he and Administrator Hager recently attended the name changing event for the former Outagamie County Airport to the new Appleton International Airport.
8. There being no public comment, a motion was made by O'Connell/Schirpke to adjourn. Carried unanimously. The meeting adjourned at 5:33 pm.

Kent Hager  
City Administrator