

Economic Development Committee  
Tuesday, January 26, 2016 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Steinhorst, Shaw, Romberg, Tate, Bishop, Johnson, Asman and Schirpke (4:45).

Also present: Mayor Henke, Administrator Hager, Ann Hunt, Scott Bellile, Corey Defferding, and Tom Collar.

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. Corey Defferding, President of Northland Electric was present along with Tom Collar, Vice President of Northland. They distributed preliminary drawings for the construction of a new 28,125 square foot building on the lot just west of their current shop in the North East New London Business Center. The facility is designed to accommodate a future expansion of just over 14,000 square feet. They are asking to acquire the 3.6 acre parcel of land from the City to build their new shop. They currently employ 65 people full-time and 10 to 15 people part-time. They have a specialized work force that has a low turn-over. They also are very active participants in employing high school aged apprentices. The building would be a metal composite wall with a partial sprayed granite finish. The estimated construction cost is about \$1.7 million. They anticipate construction to begin in the spring of 2017. They intend to sell their existing buildings. Administrator Hager provided a memo to the Committee regarding the proposal. If the new building is assessed at \$1.7 million, the total tax bill would be just over \$38,000 of which the City's portion would be about \$14,200. Administrator Hager recommend that given this tax revenue stream and Northland Electric's long-term commitment to the City that the Committee recommend to City Council that the City donate the 3.6 acre parcel with a contingency that Northland build a new building no less than 25,000 square feet in size no later than December 31, 2018. A motion was made to that effect by O'Connell and seconded by Shaw. Motion carried unanimously.
3. At the last Economic Development Committee meeting held last November, Dr. Karen Altekruise, Director of the Entrepreneur Resource Center at the Northeast Wisconsin Technical College gave a very interesting program regarding the Entrepreneur Center and the importance of working with the millennial generation. The Committee considered retaining the services of Dr. Altekruise to better understand what obstacles may stand in the way for our younger generation here in New London. How do we reach out and communicate with the younger generation? A lengthy discussion occurred and it was agreed that Committee member Kitty Johnson from CAP Services will reach out to representatives from the Division of Workforce Development, Amy Pietsch, Director of the Venture Center at Fox Valley Technical College, and Jim Resick, Community Development Educator for Outagamie County UW Extension. Kitty will arrange for a

panel discussion with this select group and the Economic Development Committee at a future date.

4. In April of last year, the City submitted an application to the state for designation of the City of New London as a participant in the Connect Communities program. This is basically a “Main Street Lite” program. With the Connect Communities program, you have the resources of the Main Street program available to you without the time and cost commitment called for by participating in the full Main Street program. Administrator Hager wrote a grant request for the City to become a participant in the Connect Communities program. The grant was awarded and a Committee was appointed. This Committee met and chose to pursue a mural project for the rear facades of the North Water Street buildings along the river. It appears that the project has had difficulty getting implemented and the Mayor wants to re-appoint a new Connect Communities group to take over the project. Morack, Shaw and Hager will follow up with this proposal and report back to the Economic Development Committee.
5. Administrator Hager reviewed his activities. Mayor Henke and Alderman Steinhorst reviewed their trip to the Municipal League annual meeting. The Mayor and Alderman Steinhorst encouraged City Council and Committee members to get more involved with the League of Municipalities. Chairman Morack and Administrator Hager reviewed their trip to a meeting regarding waterfront development. It was noted that the North East Wisconsin Paddlers are planning a kayak and canoe event which will involve the City of New London on the Wolf River this summer. The Committee congratulated staff for completing the necessary work to get the North East New London Business Center qualified as a “ready to build” site. Chairman Morack noted that he recently attended the New North conference.
6. The next regular Committee meeting is scheduled for February 23<sup>rd</sup>. We will still try and schedule in the new Chief Executive Officer for the Wisconsin Economic Development Corporation, Mark Hogan. The Executive Director for the Transportation Development Association of Wisconsin, Craig Thompson has indicated that he would like to meet with the Committee. Jessica Beckendorf, the Community, Natural Resources and Economic Development Educator for UW Extension should be scheduled to visit the Committee in the future. The Committee would also like to meet with the SCORE representative again in the near future and meet with Naletta Burr, Community Account Manager for the Wisconsin Economic Development Corporation. The Committee awaits setting up a date upon Committee member, Kitty Johnson’s effort to establish the panel discussion group.
7. There being no public comment, the meeting adjourned at 6:00 pm.

Kent Hager  
City Administrator