

Economic Development Committee
Tuesday, October 25, 2016 – 4:30 p.m. - City Council Chambers

Members present: Morack, Steinhorst, Asman, O’Connell, Shaw, and Schirpke. Johnson, Bishop, and Tate excused.

Also present: Mayor Henke, Administrator Hager, Bill Zeinert, Christine Cross, Ann Hunt, Michele Green, Alex Ramsey, Ginny Schlais, Betty Roberts, Jennifer Grumann, Maureen Fazens, Kathy Kelly, Judy McDaniel, Connie Jess Zolkoske, Kathy Gwidt, Mike Huzzar, Susan Moore, Dan Froding, Faye Wohlrabe, Theresa Reimers, Amanda Much, Steve Marks and Chris Bermann.

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. Eric Fowle, Executive Director for the East Central Wisconsin Regional Planning Commission was welcomed. Eric presented a program on the “Initiative 41 Project.” Initiative 41 was formed as a result of large-scale layoffs by Oshkosh Corporation in 2012 and 2013 that impacted much of East Central and Northeast Wisconsin. The layoffs were a result of defense spending cuts which, in turn, created a ripple effect throughout the region as companies supporting Oshkosh Corporation also experienced significant economic hardship. The layoffs at Oshkosh Truck represented a negative economic impact of more than \$91 million within the region. It was recognized that to rebuild the economic health of the area, and to prevent a similar situation in the future no matter what industry was affected, there needed to be a formal effort to create greater economic diversity by increasing collaborative efforts among business, governments, community leaders, universities and technical colleges throughout the region. To launch this effort, a team of community and business leaders applied for and received a grant from the Department of Defense Office of Economic Adjustment (DoD-OEA) to: Identify key industry clusters that pose similar risks. Align regional and economic workforce development strategies and Implement strategies that would diversify our economy and reduce the impact of future economic downturns. In response to a question, Eric suggested the following: that the City of New London continue to collaborate with the regional development agencies and the East Central Wisconsin Regional Planning Commission, that we all review the work that has recently been completed by the East Central Wisconsin Regional Planning Commission, and that we participate in the upcoming Initiative 41 Project activities. The Committee thanked Eric for the information and asked to be kept up to date as the Initiative 41 Project is implemented.
3. Bill Zeinert was next on the agenda. Bill presented the two most recent videos that have been prepared by his firm. The first video addressed our parks and recreation resources. The next video addressed our Main Street entrepreneurship. The next videos will be on the school to work program and another about Mosquito Hill. Bill will continue to implement our digital marketing effort and report back to the Committee at future meetings.
4. The Committee next listened to a presentation by Alex Ramsey from the architectural firm Engberg Anderson Architects regarding possible mixed-use of a building to potentially include a new library. A location considered for this possible use is the City river front property among other possible locations. Alex sited several mixed-use buildings that include libraries that have been successfully implemented in Milwaukee and Madison. A private developer is recruited to undertake the project where the library occupies a portion of the building and the balance of the structure is occupied by either commercial or residential uses or a combination of both. She noted that in her conversations with a private developer, their opinion was that market rate

apartments would probably not work here but rather tax credit assisted housing may. After considerable discussion it was agreed that the Library Commission should initiate a Request for Qualifications process to see what interest there is in the private development community to undertake a mixed-use facility here in New London. A motion was made by Schirpke and seconded by Shaw to jointly move forward with the mixed-use proposal by initiating a Request for Qualifications from the private development community. Motion passed unanimously.

5. It was noted that the Snapchat Geofilter that was prepared by Olivia Steingraber is up and running. A change from the original design had to occur in order for it to meet Snapchat requirements. The Committee agreed with Olivia's recommendation to prepare another geofilter to highlight our St. Patrick's Day events.
6. The goals that have been established for Kent by the Committee were reviewed. It was agreed to have Kent report progress on attaining the goals at each monthly Committee meeting. A motion was made by Steinhurst and seconded by Shaw to approve the goals as presented. Motion passed unanimously.
7. The next Committee meeting will be held on Tuesday, November 29th at 4:30 pm. School Superintendent Kathy Gwidt was present and informed the Committee of the New London High School Career Academy Showcase which will be held on November 7th from 4:00 pm to 8:00 pm. The event is being held as an open house, so you can stop and visit at any time. Kathy also volunteered to be present at the November Committee meeting to discuss the career readiness program.
8. There being no public comment, the meeting adjourned at 6:18 pm.

Kent Hager
City Administrator