

Economic Development Committee
Tuesday, November 29, 2016 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, John Faucher, Administrator Hager, Bill Zeinert, Ann Hunt, Kathy Gwidt, Alec Belling, Scott Bellile, and Paige Knutzen.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Shaw to adopt the agenda. Carried unanimously.
2. The Committee welcomed School District Administrator, Kathy Gwidt and Alec Belling, Director of Teaching and Learning. Kathy Gwidt thanked the Committee for the invitation to come and meet with the Committee. High School Principal Danielle Sievert was scheduled to come and visit as well but she had a conflict at the last minute. Kathy and Alec presented an informative discussion regarding how the School District is preparing our children to be successful the day after they graduate. There are several programs available to our students to assist them including dual credit courses where the student earns credits for high school graduation and also credits at Fox Valley Technical College. These high school dual credit courses are actual courses that are being given at Fox Valley Technical College. There are also youth apprenticeship courses available where the junior or senior year student takes academic and technical instruction at the high school and also takes mentored, paid, on-the-job training at a chosen work site. There is also available Career and Technical Education programs. The Committee thanked Kathy and Alec for their informative presentation. All agreed to keep our lines of communication open.
3. Bill Zeinert addressed the Committee. Bill is working on the digital marketing project for the City. Our original contract called for the production of four short videos featuring the following topics: Main Street, Manufacturing, Parks and Recreation, and New London as a central location. Bill is also working on two videos to promote New London through the county-wide tourism marketing project. After considerable discussion it was agreed to have Bill produce two more videos and utilize the remaining budget amount to initiate the marketing effort. Bill will be at the next Committee meeting to follow up on how we will proceed with this worthwhile project. The next Committee meeting will be held on Tuesday, January 31, 2017.
4. Library Director, Ann Hunt approached the Committee with an invitation to attend the next Library Commission meeting which will be held on Monday, December 19th at 5:00 pm. When the architect consulting with the library was last here, it was suggested that the library start a Request for Qualifications process to see if there was interest in the private development community to undertake a mixed use project that would include a library facility along with either or both residential and commercial uses. The architect suggested that someone with the firm Impact 7 be approached to discuss what the possibilities are to incorporate a library into a tax credit housing development. It was

suggested that Todd Hutchison would be a good person to talk to. Todd has agreed to come to the December 19th Commission meeting to consider his observations about the potential future development of a mixed use development. The Milwaukee Public Library manager of construction has also been contacted to see if this individual would be willing to come and visit about their successful implementation of libraries as a part of mixed use development projects. Everyone is encouraged to attend the December 19th meeting.

5. Kent reviewed his memo regarding providing an incentive for the second phase of the Premier Partridge Drive Apartments. It was noted that the new tax revenue from the development will pay back the City for the incentive provided in just over four and a half years. A motion was made by Shaw and seconded by Faucher to recommend to City Council to authorize the City Administrator to negotiate a development agreement for phase two of the Premier Partridge Drive Apartments to include the extension of Partridge Drive at an estimated cost of \$130,000 as previously agreed to and to add an additional \$30,000 to provide assistance for a lift station. Motion passed unanimously.
6. The goals that have been established for Kent by the Committee were reviewed and discussed. It was agreed to have Kent continue to report progress on attaining the goals at each monthly Committee meeting.
7. The next Committee meeting will be held on Tuesday, January 31, 2017 at 4:30 pm. A list of “Businesses Needed in the City of New London” was distributed as part of the current agenda packet. The Committee will review this list at the next meeting. The Committee will also continue their discussion with Bill Zeinert.
8. There being no public comment, the meeting adjourned at 6:00 pm.

Kent Hager
City Administrator