

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

Members present: Morack, O’Connell, Steinhorst, Shaw (4:40), Johnson, Asman, Schirpke and Bishop. Romberg and Tate excused.

Also present: Mayor Henke, Administrator Hager, John Faucher, Bill Zeinert, Chad Hoerth, Missy Kempen, and Dave Thiel.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Schirpke to adopt the agenda. Carried unanimously.
2. Bill Zeinert from the firm My Marketing Director from Clintonville addressed the Committee. Bill introduced himself and explained what his company does. For the past four years, Bill has been working with Waupaca County and the eight municipalities in the County, including New London, on a county-wide tourism marketing undertaking utilizing the internet and other forms of digital media. Dave Thiel and Bill discussed the specifics of the county-wide tourism marketing effort and how this experience would be helpful in specifically taking the City of New London further out into the digital marketing world if we so choose. Given the demographics of the nation and our community, we need to keep our younger people here and attract more people to our community. It is very likely given the demographic trends of an aging society, that we will be lucky to maintain the population that we currently have. Bill explained the digital “micro-targeting” that can occur to promote our community to very specific segments of our society. The idea is to develop a workforce development marketing system utilizing the digital resources that are currently available. The City would partner with our local businesses and manufacturers. We would target people who may want to live here and at the same time deliver a message to our current residents that we want and need them to stay here and continue to be important members of our community. Compelling videos can be created to communicate these key messages. We need to remind people of who we are and what we have to offer. We need to tell our story to a targeted market. One of the beauties of working with a digital marketing effort is that the results of your efforts can be tracked. It was suggested that we consider implementing a one-year effort and monitor our results and consider how we are progressing on a quarterly basis. If there needs to be a change in our approach, we can do it at least quarterly upon review of our marketing results. Bill was asked to consider our discussion and to come back with a detailed marketing proposal with a set budget that the Committee can consider at the April 26<sup>th</sup> meeting. The Committee thanked Bill and Dave for their advice and assistance.
3. The Committee reviewed the status of the Connect Communities program. The Connect Communities Committee had previously determined that their work on the mural project was over. They were looking at options to beautify the downtown. It was previously suggested that any future improvement endeavors for downtown directly involve the owners of the buildings. We were informed by a Connect Communities participant that

the current Committee Chairman, Deb Silvers, has stepped down from the Committee. It was suggested that the Mayor consider re-establishing the Connect Communities Committee and try and get more downtown business people involved.

4. The status of the downtown river front property was reviewed. It was the consensus of the group that we should wait to further market the property to the private development community until the rear facades of the downtown businesses can be addressed and the river wall is repaired.
5. The Committee reviewed Kent's memo and his recent activities. Dave and Kent spoke about their most recent visit to Missy Porath's class and their talk with Olivia Steingraber. Olivia is proposing a project to establish a New London template for the Snapchat web site. She is on the City Council April 12<sup>th</sup> agenda to present the results of her work. Dave reported on his recent attendance at the economic outlook breakfast of the Fox Cities Regional Partnership. The region experiencing a labor shortage was a topic of concern.
6. The next regular Committee meeting is scheduled for Tuesday, April 26th. 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 as well.
7. There being no public comment, the meeting adjourned at 5:45 pm.

Kent Hager  
City Administrator