

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

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

Also present: Mayor Henke, Administrator Hager, Olivia Steingraber and Paris Trumbower.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Schirpke to adopt the agenda. Carried unanimously.
2. The Committee reviewed the status of the Snapchat project. Olivia Steingraber was present along with Paris Trumbower. Olivia presented a summary of what Snapchat is and how the template she and Paris are proposing will be utilized. Paris had prepared four example templates that can be put up on Snapchat. The Committee selected the first proposed template. This template is based on the theory that "less is more." The Committee also liked a template that focuses on the City taking on the temporary name of New Dublin during Saint Patrick's Day. Everyone agreed that it would be a great idea to promote the City during the Saint Patrick's Day celebrations here in the City utilizing a New Dublin themed Snapchat template. Olivia will follow up with Missy Kempen the City's Information Technology representative to get the template set up for the City on Snapchat.
3. Last month, Bill Zeinert from the firm My Marketing Director from Clintonville made a presentation to the Committee to market the City for economic development proposes utilizing a digital format. In Bill's absence, he submitted a general proposal for the Committee to consider. The Committee agreed with Bill's proposal that we need to tell our story to a targeted market utilizing several two to three minute videos. 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 digital marketing effort and monitor our results and consider how we are progressing at a minimum on a quarterly basis. If there needs to be a change in our approach, we can do so upon review of our marketing results. Bill's specific proposal was to prepare a digital advertising program utilizing four short videos featuring New London's quality of life and industry. These videos would be posted to a custom YouTube Channel for use with social media platforms and websites for the City, Chamber and other pro New London digital platforms. These videos would be placed on Facebook, Google, and YouTube to generate views within targeted markets. This process would share the story of New London's unique culture via social media and raise awareness of the City among targeted potential residents, employees, and businesses decision makers. This process would be tracked and measured to gauge our success. Production of the four videos would run \$2,950 and the seven months of monthly media placement would be \$1,150 monthly for a total expenditure of \$19,850. It was noted that measuring our success will be very important to include in a contract with Bill for his services. It was also very important to work with Bill to select the appropriate targeted markets. A motion was made to

recommend to City Council that the City authorize Administrator Hager to negotiate a contract with the firm My Marketing Director for a digital economic development marketing effort at a total cost of \$19,850. Motion passed unanimously.

4. The status of the “shark tank” project was reviewed. Kitty Johnson was not able to attend the Committee meeting but had sent a memo and an email outlining the proposed undertaking. The Committee agreed that this was a valuable project to follow up with. In short, this is a grant process where businesses that have been in operation for two or more years can apply for assistance to expand their sales. The successful applicant would get twelve months of assistance including marketing analysis, accounting assistance, financial planning and legal assistance. The Committee will discuss this further with Kitty at a future meeting.
5. The Committee reviewed Kent’s memo and his recent activities.
6. The next regular Committee meeting is scheduled for Tuesday, May 31st. Kent will talk to Todd Hutchison and invite him to a future meeting. The new Chief Executive Officer for the Wisconsin Economic Development Corporation, Mark Hogan accepted our invitation. He is scheduled to attend the July 26<sup>th</sup> meeting. The Executive Director for the Transportation Development Association of Wisconsin, Craig Thompson has been invited to attend a future meeting but we have not heard back from him. It was suggested that it would be beneficial to ask local businesses to come and visit the Committee and it may also be beneficial for the Committee to tour some of our local industries. The Committee will work on how to accomplish this. It was suggested that it would be very informative for the Committee to periodically receive a report from our Building and Zoning Official, Paul Hanlon regarding development activities in the City. The Mayor reported that he had recently toured the new apartments on Partridge Drive and he was very impressed by their size and quality. It was reported that they are filling up fast. Kent will look into where the new occupants are coming from. A sub-group of the Committee is meeting to further discuss economic development matters. The group is posting a meeting notice and is making a bullet point summary of their discussions that will be distributed to the entire Committee. All are invited to attend. Those recently attending were Morack, O’Connell and Asman.
7. There being no public comment, the meeting adjourned at 5:38 pm.

Kent Hager  
City Administrator