

Economic Development Committee
Tuesday, June 28, 2016 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Paul Hanlon and Bill Zeinert.

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. Todd Hutchison was scheduled to meet with the Committee; unfortunately, he was not able to attend.
3. Over these past three months, the Committee has met with Bill Zeinert from the firm My Marketing Director to implement a digital marketing effort to promote the City. The first phase of the project is the message development process. Bill has interviewed approximately 20 people regarding economic development matters in the community. The results of the interviews will be utilized to develop a relevant and complete message. Follow-up interviews will be conducted and utilized to create final video versions of our message that we want to market digitally. Bill noted in his presentation that there was a lot of consensus among the people he interviewed. Economic Development is not a cycle all by itself; rather it is interconnected with Community Development and Tourism. We want people to get to know us. We want them to understand that New London is a nice place to live and that there are opportunities here. We need to communicate a good story and reach out to people. This is where the videos will come into play as we market the community. The first four topics that will be shot as a video will be as follows: one to show our entrepreneurial spirit in manufacturing and one to show retail, one regarding our school district and one regarding our parks and recreational opportunities. Bill noted that after visiting with so many people that he was surprised at how much we have going on here in New London. The Committee looks forward to more progress being made with this project.
4. Paul Hanlon met with the Committee and provided an update on City development activities. Paul noted the few vacant lots available in the City. Single family residential development has been picking up slowly after the most recent recession. Since 2013 there have been 9 single family homes built. In 1992, when Cedarhurst filled up, he had 13, one of the more active years for single family home construction. Paul will sometimes field a question from a business looking for a specific existing vacant building. The caller typically does not identify themselves. Unfortunately, we do not have a lot of vacant available buildings from which to choose from. The Committee thanked Paul for his time and asked that he periodically come and meet with the Committee in the future.

5. At the May meeting, the Committee spent considerable time determining how best to approach interviewing members of our local business community. A “mock” interview process was conducted utilizing Committee members Bill Bishop and Gordy Schirpke. This month the Committee interviewed John Faucher. The Committee is trying to find where we can exploit the positives of our local economy and attempt to fix the negative matters. Each Committee member asked John a question. As a result of the interviewing process with John several interesting items were identified such as the need for a crosswalk at the boat landing and the need for additional parking. Further consideration of the interview process will be made by the Committee.
6. Distributed at the meeting was a summary of the June 24th meeting of the Subgroup of the Economic Development Committee. Given the length of the current meeting, further discussion of the subgroup activities will occur at a future full Committee meeting.
7. The Committee reviewed Kent’s memo and his recent activities.
8. There being no public comment, the meeting adjourned at 6:25 pm.

Kent Hager
City Administrator