

Economic Development Committee
Tuesday, September 27, 2016 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, 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. Bill Zeinert from the firm My Marketing Director presented the Committee with an update on the digital marketing project. Over the past two weeks, his staff has been filming for the project. The process being followed is divided into four areas as follows: show that the City is pro-business and that we have a flexible attitude, that the community wants to encourage entrepreneurship, that we encourage our youth to investigate working with our local industries, and a video to showcase our parks and recreation resources.

The first video being produced highlights two local industries and their success in operating and expanding in our community. This video segment reminds people of all the good things going on in our community. We are celebrating some successes and building on the momentum that we have in place. Bill noted that it was important to have an “eye catcher” to begin the video and even though the first video is only two minutes in length it is necessarily short to maintain interest by the audience who will be watching it on social media forums. Bill showed the draft video and solicited several comments from the Committee. The Committee was impressed with the initial video and we are anxious to see the other work that Bill and his staff will be accomplishing. Bill anticipates having a new video completed every ten days or so. When the project is completed, the videos will be distributed primarily via YouTube and other social media outlets.

3. The Committee had a lengthy discussion regarding the goals that the sub-group had prepared and also discussed the goals for Administrator Hager. The Committee will be reviewing prior accomplishments including the Business Guide. It was agreed to have Administrator report monthly back to the committee about work he accomplishes toward meeting the established goals. The Committee reviewed the economic development budget as well.
4. Administrator Hager provided a written updated to the Committee regarding his activities over the course of the last month.
5. At the October 25th Committee meeting, we have scheduled Eric Fowle, Executive Director for the East Central Wisconsin Regional Planning Commission to address the Committee. Eric will be reviewing the “Initiative 41” program. Ann Hunt from the New London Library will come before the Committee at the October meeting as well to review the option that is being considered for a multi-use structure that may be able to incorporate a new library. Kent informed the Committee that he had asked the East Central Wisconsin Regional Planning Commission to consider working with the City on a new concept plan for the downtown river front property. The ECWRPC agreed to take on this project next year and will be following up with us at a later date.
6. There being no public comment, the meeting adjourned at 5:42 pm.

Kent Hager
City Administrator