

Economic Development Committee
Tuesday, January 24, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, John Faucher, Administrator Hager, Bill Zeinert, Ann Hunt, Ginny Schlais and Scott Bellile.

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 addressed the Committee. Bill is working on the digital marketing project for the City. The original marketing 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. After just one month of being digital on YouTube and Facebook the four videos have had 194,112 impressions and 92,075 actual views. Bill reviewed in detail what these numbers mean. It is important to note that 70% of the views are from mobile devices rather than desktop types of computers. This in itself is a major change that has just occurred over the course of the past two or three years. After considerable discussion, it was agreed to have Bill utilize the remaining budget balance for continuing on with the digital marketing program but to half the monthly expenditure and spread out the promotion over the course of the next twelve months. This level of effort will give us a much better amount of data to continue to analyze how this marketing effort is progressing. The Committee asked Bill to prepare a proposal to have two more videos produced and to present this proposal at our next Committee meeting. While Bill was present he reviewed the status of the Waupaca County digital marketing cooperative that the City is an active participant in.
3. The Committee discussed progress that the Library/Museum is making in preparing Requests for Qualifications to see if there was interest in the private development community to undertake a future mixed use project that would include a library facility along with either or both residential and commercial uses. A sub-committee with three representatives from the Economic Development Committee will work with representatives from the Library to prepare a Request for Qualifications to be sent out to the mailing list of developers. Representatives from the Economic Development Committee will be Dave Morack, Bill Bishop, and Kent Hager.
4. The Committee reviewed the listing of “Businesses Needed in the City of New London.” The list contains over 300 titles of various businesses that may be appropriate for starting business in our community. The difficulty is finding and or recruiting people to undertake these business opportunities. It was the consensus of the Committee that the private market is better suited to determine the market and demand for new businesses. It was noted that it is more important for us to make sure our community is welcoming and supportive for new businesses as well as to maintain a community that is attractive for people to want to live and work here.

5. The Committee discussed the “STEEP” trends and their impact on local governments in Wisconsin. STEEP is an acronym for Society, Technology, Economy, Environment, and Politics. STEEP trends are not opinions but facts. The facts will assist us in making informed decisions. They are also helpful in estimating what the future may bring. In short, changing demographics, technology, environmental trends and political trends are on the move much more quickly than have been in the past. These movements will likely bring dramatic changes in how we deal with the future.
6. The Committee reviewed the City Administrator’s goals for economic development and progress on the same.
7. Kent reviewed the Revolving Loan Fund status for the City of New London. The City currently has five outstanding loans. There is nearly \$300,000 of available funds.
8. The next Committee meeting will be held on Tuesday, February 28, 2017 at 4:30 pm. The Committee will review the updated business guide. The Committee will also continue their discussion with Bill Zeinert.
9. There being no public comment, the meeting adjourned at 6:25 pm.

Kent Hager
City Administrator