

Economic Development Committee
Tuesday, October 31, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Ann Hunt, Betty Roberts, Connie Zolkoske, Amy Pietsch, Randy Stadtmueller, Trevor Frank, and Andrea Fietzer.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Steinhorst to adopt the agenda. Passed 6-0.
2. Amy Pietsch, Director of the Venture Center at Fox Valley Technical College addressed the Committee. Amy talked about the various programs that are available from the Venture Center. The primary business education program they offer is the E-Seed program. Since starting in the year 2000, the E-Seed program has led to the creation of nearly 400 start-up businesses. The Technical College offers a “feeder” program to the E-Seed class, that being the Explore Starting a Business class. Both educational programs are available for New London to host in the future. The E-Seed program is 13 weeks long and costs \$850. There are various options for grant assistance for individuals to take the class. There is a program specifically to benefit veterans to help them start or grow their own business. Last June, they launched this grant, funded undertaking, and had 16 veterans enroll in the class. Each vet was also granted \$1,150 to use to assist them in their business start-up. The Venture Center has applied for another grant to continue this valuable class. Amy is available for one-on-one counseling. She will keep New London in mind as a location to host a future class. The Committee thanked Amy for her time and interest in helping our community and our local businesses.
3. Randy Stadtmueller and Andrea Fietzer from Stadtmueller and Associates were accompanied to the meeting by Trevor Frank from the firm SEH. Trevor was the first to address the Committee. He had recently visited Ann at the library. He reviewed the prior studies that have been undertaken to drive out the details of what a future library would entail, particularly regarding size and amenities. A very preliminary plan for the library space was drafted and it is now up to the site development team to follow through. They are also at a very preliminary stage in locating the building on the property. They are working with the concept that the library would need somewhere less than 21,000 square feet. The other space in the joint use facility has to be sufficient in size in order to make the finances for the structure work. Randy addressed a question on how this project gets rolled out to the public. There first needs to be a building footprint established and approved and then the finances for the project have to be determined. To do this, the market research has to be completed regarding what level of demand there is for commercial and residential uses in the future. The demand has to be there in order to proceed. The following range of development options for the site will be investigated: 1) A library and single family homes and/or condominiums, 2) A library and one or more large multi-family buildings, 3) A mixed use library/residential building and single family homes and/or condominiums, and finally 4) A mixed use library/residential building and one or more large multi-family buildings.

The demand for income restricted residential uses will also be evaluated. The relocation of the sewer main that runs across the property from east to west is being evaluated by SEH's engineers. Preliminary estimates put this cost in the quarter of a million dollar range, which is a modest cost given the development of the entire property. The possible movement of this line opens up a number of development options and in turn makes the property more valuable. All realize though that the devil is in the details and in fact it could be cost prohibitive to move the line so more work will occur regarding this matter. So, how to bring the project out to the public? We need to be cautious and deliberate at the same time. The market research data is hugely important. We also need to understand more about the library site demand and the possible movement of the sewer main. There in fact may be two site development options to consider at a future date. It is anticipated that the urban designers with the development team will work with the public in January to gather public opinion and initiate the public participating in the development proposal. It is hoped that there would be something definitive to present to the public in the spring of next year. There will be a development agreement negotiated and a "go/no-go" determination made around budget time next year with construction to be initiated in 2019. When asked if the riverfront property would best be utilized as part of the private development of the entire property, Randy replied that no, it is best to leave the riverfront in public ownership. They do not intend to own the riverfront as part of this development.

Randy noted that given the topography of the site, there may be an opportunity for a walk-out basement in a residential setting. When asked if a referendum would be called for, Randy replied that as he sees it, there are two finance options to work with, either the City Council agrees to a debt issue, or the City leases from the developer, neither of which requires a referendum. Of course, this does not address the operational costs associated with the new development. A referendum could be held if the City so desired. This would have to happen after they complete their cost analysis and make a determination of whether to proceed or not. Randy and Trevor answered several other questions regarding parking, zoning jurisdiction and storm water. Randy noted that they anticipate developing a scale model of the site for use in describing the project to the public. It was suggested that perhaps it would be beneficial for the Committee and the Library Board to tour one or more sites that Randy and his team has developed in the Fox Cities. Randy agreed to look into hosting a tour in the near future. Everyone thanked Randy and his team for their informative presentation.

4. Bill Zeinert with the firm My Marketing Director was scheduled on the agenda to provide an update to the committee on the digital marketing effort we are undertaking. Bill was not in attendance but will be on the agenda for next month.
5. Last month, Kris Bolstad from the firm AllOver Media Marketing Company addressed the committee. Kris's company does extensive marketing utilizing what is called an "indoor billboard" or what you may be more familiar with as the posters marketing companies that are located in bathrooms. The Committee reviewed options to utilize this marketing method. It was agreed to approach the Parks and Recreation Committee with an idea to consider utilizing this marketing method in our public restrooms.

6. Gary, Ron and Dave attended the League of Wisconsin Municipalities annual conference which was recently held in Appleton. Each of them discussed what they learned in the various presentations that they attended.
7. Kent updated the Committee with his monthly memo. Kent asked the Committee to consider the option of having Waupaca County manage our Revolving Loan Fund account. Kent will have more information regarding this as an option for the future.
8. The next Committee meeting will be held on Tuesday, November 28, 2017 at 4:30 pm. At that meeting the Committee will continue discussions with Bill Zeinert. Eric Fowle, Executive Director of the East Central Regional Planning Commission will be present to discuss the results of the riverfront/mixed use library open house meeting.
9. There was no public comment. Motion by O'Connell and seconded by Steinhorst to adjourn the meeting. Motion passed. The meeting adjourned at 6:07 pm.

Kent Hager
City Administrator