

Economic Development Committee  
Tuesday, November 28, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Ann Hunt, Betty Roberts, Dale and Virginia Schlais, Cindy Shaw, Randy Stadtmueller, 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 8-0.
2. Randy Stadtmueller and Andrea Fietzer from Stadtmueller and Associates were present to update the Committee on the results of the Downtown Riverfront Vision Workshop that was conducted by Eric Fowle, Executive Director of the East Central Regional Planning Commission. Eric was not able to attend the meeting and sent his apologies. Randy presented the results of the visioning session using a power point presentation. The workshop’s goal was to receive residents input regarding the downtown riverfront corridor. The workshop information would be used to generate a better picture of what the future could be for the downtown riverfront. The vision information will be used as a guide for the preparation of a detailed master plan for the riverfront property. On the evening of the event, a total of 28 people attended. Six exercises were conducted which included the following: Who are we? What are the downtown districts? What do people see as the “Jewels & Junk” of the area? How are people connected to the downtown riverfront area? What locations would accommodate new development? What are the “Big Ideas” for future development of the area? Considerable discussion regarding each of the above items occurred. A copy of the power point presentation is available. A printed summary of the results and analysis of the workshop is available as well.
3. Andrea Fietzer presented the library concept plan. A detailed drawing was reviewed. It was noted that the library would be approximately 20,000 square feet in size with a lower level. River views are important. There could be a second floor which could be used for housing or other uses. They await the results of the market study to determine what future use could best be partnered with the library.
4. Randy identified what is happening next. They are planning on hosting a tour of some of the buildings that Stadtmueller and Associates have built. This will occur after the first of the year. They hope to have the master plan options available in March with the market research available just before that. They continue to evaluate the relocation of the sewer line and the water main on the property as the location of these utilities plays a large role as they go forward with the master plan. There will be no December meeting of the Committee so the next time we get together will be in late January.
5. Bill Zeinert with the firm My Marketing Director provided an update to the committee on the digital marketing effort we are undertaking. Bill presented the new video that encourages entrepreneurs to locate here in New London. City Administrator Kent Hager and Waupaca County Economic Development Corporation Executive Director Dave Thiel are featured in the video. All were pleased with the video and Bill will have it posed on

YouTube soon. The Committee reviewed the latest report on the number of impressions and views. It was noted that the “Centrally Located” video has the best long-term activity. Replying to a question, Bill noted that the digital effort we are undertaking is a leading indicator. It is not possible to measure what this effort is accomplishing when asked how many people or businesses have been affected by this marketing effort as this is a lagging indicator. Bill will present his work plan options for next year at our January meeting.

6. A discussion about encouraging young people’s involvement in our economic development efforts was continued from the prior meeting. The School District is interested in moving forward with helping coordinate student involvement. After considerable discussion, the following motion was made by Asman and seconded by O’Connell: I move that we approve, encourage and welcome the appointment of two student representatives from New London High School as non-voting members of this Committee effective at such time as appropriate and when necessary arrangements are made with the School District of new London and the New London High School. I further move that the Chairman or his designee be authorized and directed to devise, enter into and complete such appropriate and necessary arrangements with the New London School District and the New London High School at the earliest possible date to facilitate and cause the appointment by the Mayor of two student representatives to this Committee and to report back at the earliest possible time. Motion carried unanimously.
7. Kent informed the Committee that Kris Bolstad from the firm AllOver Media Marketing Company had made contact with him. Kris expressed a concern that the placement of the indoor billboards in public restrooms would subject them to too much vandalism. Kris suggests that we work together on other options. It was agreed to consider this medium of marketing when we review our future plans with Bill Zeinert in January.
8. Dave Nolan’s suggestions were reviewed again. Dave’s’ proposals could be worked into the development of the riverfront. This topic will receive further consideration as the riverfront plan moves forward.
9. Dave reported on his attendance at the Pitch Event which was held October 20th at Crystal Falls. Steve Bench from Badger Business Camps conducts The Pitch event. The Pitch gives students a chance to create new business ideas and then make a sales pitch for this business. Students learn business concepts in a one-day program. The event is offered to students for free, with costs paid by local sponsors. The program had 75 student participants. It was suggested that maybe it would be a good idea to invite Steve to make a presentation at a future Committee meeting on attracting the millennial generation.
10. April briefly spoke about an option for digital marketing utilizing social media with Tommy Clifford. April and the Mayor also updated the Committee on the success of the first “Breakfast With The Mayor” event.
11. Kent updated the Committee on major projects being undertaken now and what lies in the future.

12. The next Committee meeting will be held on Tuesday, January 30, 2018 at 4:30 pm. There will be no meeting in December. At the January meeting the Committee will continue discussions with Bill Zeinert. Randy Stadtmueller will provide us with another update on progress on the downtown riverfront planning.
13. There was no public comment. Motion by O'Connell and seconded by Bishop to adjourn the meeting. Motion passed. The meeting adjourned at 6:17 pm.

Kent Hager, City Administrator