

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

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

Also present: Administrator Hager, Bill Zeinert, Ann Hunt, Chris Bermann, Betty Roberts, Virginia Schlais, Bill Fleese, Emma Hoier, April Kopitzke, Dave Thiel and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. April Kopitzke, the new Executive Director of the Chamber of Commerce was welcomed. 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. Bill distributed a listing of how many internet impressions each of the four videos had by month. It had been agreed to last month that Bill will utilize the remaining 2016 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 this year. Monthly expense is running about \$550. 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 had previously asked that Bill prepare a proposal to have two more videos produced while we continue on with the monthly digital marketing with the current four videos. Bill presented his proposals that included options to have the City contribute additional funding to the county-wide marketing effort as well as expand our economic development digital footprint. At the March meeting, with Bill's assistance, the Committee will continue to review the options the City has in moving forward with the digital marketing effort. In summary, the following will occur: the current four videos will continue to be promoted on Facebook and YouTube with a monthly budget of approximately \$550; with Bill's assistance, the Committee will determine what additional videos will be produced and their content at the Committee meeting next month; the Committee will also determine what if any additional marketing efforts will be undertaken.
3. The Economic Development Committee and several members of the Library Commission reviewed the Requests for Qualifications (RFQ) as prepared by Kent. The RFQ is being prepared 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 a residential and a commercial use as well as development of the balance of the property. A sub-committee with three representatives from the Economic Development Committee had previously met along with representatives from the Library to consider how to proceed with the Request for Qualifications. A mailing list of developers has been prepared to send out the RFQ. After consideration of the draft RFQ, a motion was made to send out the RFQ as originally prepared with an amended due-date of April 17<sup>th</sup> and with an updated aerial photograph, if available. Motion passed.

4. The Committee reviewed the “Business Guide” that was originally prepared in October, 2014. The Business Guide was prepared to give a new or existing business person guidance on what to do to establish and grow their operations. After considerable discussion it was agreed to have the Chamber of Commerce work on updating the information in the Guide.
5. The Committee reviewed and discussed the City Administrator’s goals for economic development and progress on the same.
6. A general discussion was held. It was suggested that it may be beneficial to utilize some tourism funds to widen the distribution of the New London Chamber of Commerce Directory and Community Guide, particularly to larger sports shows. The Committee may also want to consider investigating an educational session for local business regarding obtaining patents. It was pointed out that a New London resident is active in this field. Local newspaper writer, Scott Bellile, stated that the paper is always interested in having local columnists write for the newspaper.
7. The next Committee meeting will be held on Tuesday, March 28, 2017 at 4:30 pm. The Committee will continue their discussion with Bill Zeinert. Dale Walker, Director of Business and Industry Services from the Fox Valley Technical College has been invited to the next meeting to review the services FVTC provides for local industries.
8. There being no public comment, the meeting adjourned at 6:05 pm.

Kent Hager  
City Administrator