

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

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

Also present: Mayor Henke, Administrator Hager, Bill Zeinert, Ann Hunt, Dale Walker and Dave Wuestenberg.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Tate/Steinhorst to adopt the agenda. Passed 9-0.
2. The Committee welcomed Dale Walker, Director of the Business and Industry Services Department from the Fox Valley Technical College and Dave Wuestenberg, Key Accounts Manager for the Business and Industry Services Department. Dale explained that the Business and Industry Services Department works with area employers to increase skills of their employees. This is not a degree program with the Technical College; rather they provide custom training for large and small businesses. Of the sixteen technical colleges in the state, the Business and Industry Services Department from Fox Valley Tech is twice the size of any other college. They typically serve over 20,000 people a year, valued at over \$10 million of services. The college not only has the training available, but also the ESeed program, the Venture Center, and the Fabrication Laboratory. They provide a continuum of support for one person on up to an entire corporate entity. When asked what New London can do to attract the people that the Technical College works with, the reply was to become a community that is a magnet for innovators and entrepreneurs. The City needs to have an attractive lifestyle that supports the younger generation. We need to show the youth that we are a smart place to live and that we are open for business. When asked if the college can create new programming, the answer is “yes.” The college starts by evaluating how to provide the new service with their own faculty and if they cannot meet the need internally, they will go out for the necessary expertise. They have recently been very active in the robotics field. The contact person for attracting innovators to our community is Amy Pietsch. They advised that it is important to maintain our partnerships that we have as no one can afford to act alone. Stay active in the Fox Cities Regional Partnership and the Fox Cities Economic Development Professionals group in particular. The Committee thanked Dale and Dave for their time and insight.
3. Bill Zeinert addressed the Committee. Bill is working on the digital marketing project for the City. It is important to note that there are two separate digital marketing efforts going on at one time, that being the Waupaca County Marketing Cooperative and the City of New London marketing project. The County effort is more focused on county-wide promotion and the City effort is focused strictly on promotion of the City. Bill distributed the most current YouTube and Facebook impressions and views report for the month of March. The video “Main Street Entrepreneurs” had the highest numbers at 16,800 impressions for the month. Given that the Facebook medium was getting more attention, Bill shifted the effort 70-30% that way. Bill presented his proposal for this year that included an option for four more videos at a cost of \$3,500 each. The

videos are titled as follows: “So you want to start your own business.” “The School to work transformation, public.” “The School to work transformation, student.” “Training and Retraining helps business.” After considering the options, a motion was made by Steinhorst and seconded by Faucher to recommend to City Council that Administrator Hager be authorized to execute a contract with the firm My Marketing Director for the two school to work videos and to follow up with the two business related videos at a total cost of \$14,000. Motion passed 9-0.

4. The Committee reviewed and discussed the City Administrator’s goals for economic development and progress on the same. Kent updated the Committee on the status of the demolition bids for the old City Shop and the two library buildings. Responses to the RFQ for the mixed use library are due April 17th. The Chamber has completed the update to the Business Guide and the new version has been posted on the City web site. Kent reviewed the bi-annual report that is required by the State for the Revolving Loan Fund program.
5. The next Committee meeting will be held on Tuesday, April 25, 2017 at 4:30 pm. The Committee will continue their discussion with Bill Zeinert. John Faucher will invite representatives from the firm RTM to visit with the Committee about their business. The Committee will also invite the local patent expert to visit the Committee at a future meeting.
6. There being no public comment, the meeting adjourned at 5:40 pm.

Kent Hager
City Administrator