

Economic Development Committee
Tuesday, April 25, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Administrator Hager, Scott Bellile, Ann Hunt, Betty Roberts, Virginia and Dr. Schlais, Bill Flease, Ryan Kerr, Tony Hever, Matt Nelson and Ellen Krabbe.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Faucher to adopt the agenda as amended by moving item 4 before item 3. Passed 8-0.
2. The City received two replies to the Request For Qualifications that were distributed. One from Wisconsin Redevelopment, Inc., and the other from a partnership of Short Elliott Hendrickson, Inc. and Stadtmueller & Associates, LLC. After discussion among the Committee and Library Commission members who were present, it was agreed to invite both firms to be interviewed. Two dates will be suggested, those being Tuesday, May 9th and Tuesday, May 16th, both at 4:30 pm. Administrator Hager will work out the specifics.
3. Ellen Krabbe from the firm Fresco Services was introduced. Ellen is from New London. She is a specialist in patent protections. She explained how she assists people patent their innovations. She helps people by evaluating their product, and researching existing patents. The patent process can be a long and expensive undertaking. It is not always necessary for a patent to be acquired, but it helps to have a professional evaluate the need. The Committee thanked Ellen for her informative presentation.
4. Ryan Kerr, Tony Hever and Matt Nelson were introduced from the firm RTM. Ryan gave a brief history of the firm. They started a year ago in their basement making fishing lures and tackle for themselves. Word got out and before they know it, they had a lot of interest in their home-made products. They thought they would take their idea and run with it so they attended several fishing expos, including three days in Chicago with over 20,000 people in attendance. They made a lot of great contacts and their business has started to really grow. They noted that when they are at the expos they typically see representatives from Fremont and Winneconne there. In effect, the RTM company is acting as representatives from New London. The Committee suggested that the RTM guys work with April from the Chamber and present a proposal to the Tourism Commission to assist RTM with some of their costs and bring the marketing of New London up a notch while RTM representatives travel to the various fishing expos. All agreed that this would be a good tourism promotion undertaking.
5. Bill Zeinert was not in attendance so further consideration of the digital marketing project will occur at the May 30th meeting.
6. Kent updated the Committee on the status of the demolition bids for the old City Shop and the two library buildings. The Committee reviewed with Kent his recent contact with a prospective hotel franchise marketer.

It was agreed to offer our community support for their recruitment for a franchisee be that we will be unable to provide financial assistance up front for a marketing study as requested. Kent provided an update on current activities in the City.

7. Kitty informed the Committee of a beneficial activity called The Explorer Program. The program attempts to get local young people into companies from the community to learn what jobs are available. Kitty will arrange for the local Explorer Program Manager to attend a future Economic Development Committee meeting. Kitty will also coordinate this meeting with the School District.
8. The next Committee meeting will be held on Tuesday, May 30, 2017 at 4:30 pm. The Committee will continue their discussion with Bill Zeinert.
9. There being no public comment, the meeting adjourned at 5:50 pm.

Kent Hager
City Administrator