

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

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

Also present: Mayor Henke, Administrator Hager, Randy Stadtmueller, Andrea Fietzer, Kris Plamann (5:05), Bill and Kelly Zeinert (4:50), Sandy DuFrane, Judy McDaniel, Betty Roberts, Connie Zolkoske, Chris Bermann, and Ann Hunt.

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. Randy Stadtmueller, Andrea Fietzer and Kris Plamann representing the partnership of Stadtmueller & Associates and SEH Design/Build were present. Randy Stadtmueller addressed the Committee. The Stadtmueller and SEH group have been retained by the City to make a plan for the future development of the City riverfront property to possibly include a dual use building that would incorporate a library. The contract to retain the partnership was approved by City Council and the project is now under way. Randy spoke at length about the history of his firm and prior development projects that the Stadtmueller/SEH team has undertaken. Of particular note is the mixed use development that incorporated a library for the City of Kaukauna. Randy reviewed the fourteen work plan elements that they will be undertaking for the City regarding this project. They begin with residential and commercial market studies and then proceed thru a conceptual master plan process with hopefully substantial public participation. They will develop financial modeling, and determine project financing options. They will prepare preliminary cost estimates and develop a master schedule. They will provide an opinion of feasibility for the project and develop a management plan for the project. The final work item will be the drafting of a development agreement for the construction of the project if so called for. Randy answered several questions. The East Central Regional Planning Commission is going to assist with the public participation element. When asked about the timeframe for the project, Randy replied that he hopes to have an initial concept by Christmas, settle on an alternative plan by April and if the project is feasible, have bid packets out by this time next year with construction in the spring of 2019. When Randy asked if anyone in attendance was seriously opposed to a mixed use library, there was no voice of opposition. Everyone wished Randy and his partners the best of luck.
3. Sandy DuFrane from Century 21 provided the Committee with a report on how the local real estate market is operating. In general, the residential, single family market has finally recovered from the last recession and is moving very well. She projects total single family sales this year of just over 100 in the New London market. The last time this happened was in 2005. The condo market needs more supply. There is great demand, but not much to offer. The real estate market in New London can definitely use some additional residential condominium development. The vacant land market and the commercial market are slow, which is typical for this community. When asked what the City can do to improve the real estate market, Sandy replied that a change in flood insurance regulations would be beneficial, although we all know that the City has no

control over this. She suggested that we can use more business and more improvements to the downtown. The Committee thanked Sandy for the informative presentation.

4. Bill Zeinert from the firm My Marketing Director updated the Committee on the digital marketing effort he is implementing for the City. Bill started by reviewing the “Impressions” and “Views” results. Just for the month of July so far there were nearly 65,000 impressions and 35,000 views. The numbers are holding fairly steady as compared to prior months. These results are for all four combined current videos on the two systems, those videos are as follows: centrally located, Hatten Park, Industrial Park and Main Street entrepreneurs. Bill’s presented the next two videos which deal with the school-to-work program at the high school. Both were very well done and the Committee approved of their circulation. Bill has to run the videos by the school district for their approval prior to publication. The Committee discussed the various other alternative topics for two more videos for production this year. The Committee selected a video topic to explain the resources that are available to support entrepreneurship. It was suggested that we need to focus on developing our workforce as this is a large concern for our current industries. It was agreed that everyone would consider this matter further and talk about it at the next monthly meeting.
5. The Committee discussed some options that may be available to attract entrepreneurs to our community. One idea was to write an article for publication in a magazine such as “Insight” magazine. Perhaps it would be a good idea to publish more locally about the industry expansions that have occurred recently. It may be beneficial to invest in a “Discover Wisconsin” television spot. Several other options were discussed and it was agreed to consider this matter further next month.
6. The next Committee meeting will be held on Tuesday, August 29, 2017 at 4:30 pm. At that meeting the Committee will continue discussions with Bill Zeinert and further consider what the last digital marketing video will address and further consider the options to attract entrepreneurs to our community.
7. Motion by O’Connell and seconded by Faucher to adjourn the meeting. Motion passed. The meeting adjourned at 6:20 pm.

Kent Hager
City Administrator