

Economic Development Committee  
Tuesday, August 29, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Andrea Fietzer, Kris Plamann, and Ann Hunt.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/O’Connell to adopt the agenda. Passed 8-0.
2. Bill Zeinert was not present as planned so Kris Plamann and Andrea Fietzer, both from the firm SEH addressed the Committee. Kris began by reading through a written update report from Randy Stadtmueller who was unable to be in attendance. Randy divided the downtown mixed use development report into five general areas those being as follows:
  1. Public participation and communications,
  2. Planning & design,
  3. Project market research,
  4. Project cost estimates, and finally
  5. Project financing & project feasibility.We are in the initial stage of the public participation phase. East Central Regional Planning Commission is coordinating a September 20<sup>th</sup> “community vision meeting.” The meeting will be held at the Senior/Community Center starting at 5:00 pm. Randy’s team will follow up on this with a “Design Charrette” in November that will focus on the development site and the immediate surrounding areas. His team will also be conducting several interviews and focus groups this Fall to better understand community need and gauge community support for the project. Randy reports that work has begun on the master plan options for the site. He also states that the residential and commercial market studies are getting ready to be underway.
3. Bob Mundt was present to introduce himself as the new President and CEO of the Fox Cities Chamber of Commerce. Bob replaced Shannon Full. Bob thanked the City for our continued participation in the Fox Cities Regional Partnership. The Chamber is actively recruiting for a replacement for Manny who was the previous Economic Development Vice President. The Chamber continues to focus on business retention as 80% to 90% of job growth comes from within. The next focus is on workforce development which is the largest issue we all face. The Chamber is implementing several programs to recruit new talent to our area including a program called Talent Upload that received national attention. This program brings in young college students with specific talents to tour our area and meet with local businesses. This program has been very successful as Bob reports that 65% of the participants in the program actually end up working here. There also is the PULSE program that focuses on establishing a social network of area young professionals. The Committee thanked Bob for his informative visit and wished him well in his new position.
4. The Committee discussed some options that may be available to attract entrepreneurs to our community. April will be attending a Fox Valley Technical College entrepreneur class in Waupaca and reporting back to the Committee on how the program works. As an example, we need to get people who participate in such classes to become more aware of what the City of New London has to offer. John Faucher reported on a

marketing representative that he is aware of that provides the poster work that you see in restrooms at local establishments. He was asked to invite this individual to our next meeting. Chairman Morack would like the Committee to review an article from *The Municipalities* magazine regarding “Pop-Up Shops.” It was also suggested that we discuss the various programs that are available to veterans to start a business. David Asman suggested that we invite the local Veterans Service Officer to meet with the Committee.

5. Kent updated the Committee on his work to meet the goals that were established for him. All was reported in good order with the local economy being very active.
6. There was a motion by Faucher and seconded by Steinhorst to make a correction to the July 25<sup>th</sup> minutes. Passed 8-0. The correction being inserted into item #4 reads as follows: David Asman asked Bill who owns the produced video materials, including the “raw” and “unused” footage. Bill replied that since he is the contractor and the City is the client, that all materials produced are the property of the client. David moved to make all videos, including all related raw or unused footage available to New London High School and the School District of New London for their use. Motion seconded by Faucher and passed unanimously.
7. Mayor Henke reported on his recent attendance at the Chief Elected Officials workshop that was put on by The League of Municipalities. The main session Gary found interesting was a report by two young professionals regarding how to attract young people to your communities. Once again, it was noted that the chief driver to get people to be attached to your community is to have an attractive community to move to that is also a very “welcoming” community in spirit. They are looking for trails, entertainment and community resources such as sidewalks.
8. The next Committee meeting will be held on Tuesday, September 26, 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 topic will be. Dave Nolan is also expected to be present to discuss some of his economic development ideas.
9. There was no public comment. Motion by Steinhorst and seconded by Faucher to adjourn the meeting. Motion passed. The meeting adjourned at 6:20 pm.

Kent Hager  
City Administrator