

Economic Development Committee
Tuesday, September 26, 2017 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Bill Zeinert, Ann Hunt, Kris Bolstad and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Steinhorst to adopt the agenda. Passed 6-0.
2. Neither Randy Stadtmueller nor his anyone from his staff was able to attend the meeting. Randy submitted a written summary of recent activities regarding the planning for the downtown riverfront property. The Development Team worked with the East Central Regional Planning Commission to conduct a community visioning meeting on September 20th at the Washington Center. About 35 people were in attendance. ECWRPC and Stadtmueller & Associates will be compiling a written report regarding the meeting's results. Randy noted that Trevor Frank from SEH is scheduled to meet with Library staff to review the Engberg Anderson report to begin the programming documentation for the library.
3. Kris Bolstad from the firm AllOver Media Marketing Company addressed the committee. Kris's company does extensive marketing. One of the more notable marketing options that his company represents is what is called an "indoor billboard" or what you may be more familiar with as the posters marketing companies that are located in bathrooms. The Committee reviewed with Kris the many ways this marketing medium may be taken advantage of. It was agreed that the Committee would further consider this as a marketing options and discuss it at future meetings.
4. Bill Zeinert with the firm My Marketing Director was present and updated the committee on the digital marketing effort we are undertaking with his firm. Bill explained how views and impressions are different and what they really represent. Impressions are rather quick visits to a Facebook or YouTube topic, such as our videos we have posted, while a view is someone who actually spent more time at the site. Of course, there are differences in the definitions that Facebook uses as compared to YouTube. Bill reviewed the August impressions and views for the six videos that the City currently has active. By far, the most recent New London School to Work videos had stand-out numbers. Over 34,000 impressions and nearly 12,000 views on Facebook. There were 1,800 impressions and there were 440 views on YouTube. The total for all the videos were 100,626 impressions and 48,036 views on Facebook and 14,689 impressions on YouTube and 3,992 views. The next video scheduled for production regards how to start a small business utilizing Kent as the lead and involving Fox Valley Technical College, CAP Services and the Waupaca County Economic Development Corporation. Bill will be reporting back to the Committee at the October meeting.

5. The Committee discussed some options that may be available to attract entrepreneurs to our community. April attended a Fox Valley Technical College Explore Starting a Business class in Waupaca. When Kent meets with the Fox Valley Technical College representatives next, he will offer to have New London host the class. It was noted that it would be nice to get people who participate in such classes to become more aware of what the City of New London has to offer.

Dave Morack and Tom O'Connell had the opportunity to visit with Dave Nolan regarding his ideas for development of the river. Dave Nolan has traveled extensively and has seen some amazing waterfront developments in the Chicago area as well as in Cleveland. Dave Morack presented a slide show presenting the material which included the following: a small scale marina, outdoor amphitheater, zip lines, water slide, a large sandbox, winter skating, fire pits, miniature golf, river cruises, gazebo, themed paddle boats, kayak rentals, wedding ceremony rentals, pavilion rental, concession stand, and a number of other examples. Several funding opportunities were also identified such as the following: park naming rights, paver sales, foundation support, corporate New London, and rental income from new revenue sources. The Committee reviewed these ideas at length. All agreed that these were all good ideas but where do we go from here. More discussion will follow.

6. Kent updated the Committee with his monthly memo. A discussion was initiated as suggested by April at the Chamber to have a periodic round-table discussion on current City events. The Mayor agreed to participate if April would like to follow thru with the idea. Kent also volunteered to participate.
7. The next Committee meeting will be held on Tuesday, October 31, 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.
8. There was no public comment. Motion by O'Connell and seconded by Schirpke to adjourn the meeting. Motion passed. The meeting adjourned at 6:07 pm.

Kent Hager
City Administrator