

Economic Development Committee  
Tuesday, October 30, 2018 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, Asman, Travis Voight, and Emily Carothers

Also present: Mayor Henke, Administrator Hager, Jessica Beckendorf, Randy Stadtmueller, Betty Roberts, Tracey Johnson, Kathleen Davis, Ann Hunt, Sandy Liang, and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Zaug to adopt the agenda, approved. Steinhorst/Asman to approve the September 30th minutes. The motion was approved.
2. Randy Stadtmueller from Stadtmueller & Associates presented a written update regarding the mixed use development on the City river front property. Based on the most recent City Council action to proceed with planning for the mixed-use library project and development of the river front property, the following actions will have to occur: prepare and receive an award of a Wisconsin Housing and Economic Development Authority senior residential tax credit application, successful implementation of the library fundraising campaign, implement a tax increment financing district, prepare and successfully complete a residential town house and condominium development financial plan, prepare and successfully complete a commercial development financial plan, and prepare the master development site plan. The zoning for the area also has to be amended to accommodate the various planned uses. There was a discussion on the need for a possible referendum. It was determined that given how the project is proceeding, it is likely that a referendum is not required but that the question regarding a referendum would be further considered at the next Finance and Personnel Committee meeting. Randy will be proceeding with a series of public meetings to better inform New London residents of the proposal. A number of questions were addressed by Randy.
3. Jessica Beckendorf, Community Resource Development Educator with UW Extension gave a presentation regarding the attraction and retention of young people in our community. Jessica reviewed with the Committee a study that was undertaken by UW Extension that looked at several smaller communities in the state. The top communities who retain and attract younger people were focused on. One of those communities was Black Creek. They conducted eleven individual interviews of younger people in Black Creek. Each of the main reasons young people chose to live in the smaller communities centered on proximity, convenience, retail, traffic, housing and identity. Jessica went into detail regarding each of these topics. Jessica was thanked for her informative presentation. The committee will continue discussing the attraction and retention of young people in the New London area at future meetings.

4. A general discussion occurred on the implementation of the digital agenda format which has replaced our hard copied agenda packet. It was agreed that everyone will work with the digital packet and no hard copies will be distributed in the future.
5. Kent reviewed his recent activities. The billboard is in process. Both sides have been finalized and the Committee reviewed the artwork.
6. The next Committee meeting will be held on Tuesday, November 27, 2018 at 4:30 pm.
7. There was no public comment.
8. Motion by O'Connell and seconded by Asman to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 6:25 pm.

Kent Hager, City Administrator