

Economic Development Committee
Tuesday, March 27, 2018 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Ann Hunt, Scott Bellile (4:40), Debbie Banda, and Julie Blohm.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Steinhorst to adopt the agenda and approve the minutes. Passed 10-0.
2. Randy Stadtmueller’s written report regarding the river front property was reviewed by the Committee. In his report Randy notes that upon his review and in the opinion of several finance professionals, it was determined that the use of a TIF funds for any investment in a public building is prohibited by state law. This means that the City cannot utilize TIF funding for a library but may use it for construction of public utilities and streets within the TIF district. Randy noted that if a building were used as a library, which is tax exempt, and another use that is taxable property, then the taxable property will be assessed in a TIF and pay property taxes based on the portion of the building used for a private purpose. This is the concept of a mixed-use building. Randy intends to include both options in his final master plan where the building is a stand-alone public facility or a public/private mixed-use facility. His team will be updating the costs for each alternative. The presentation to City Council will be scheduled as soon as the new design is prepared and the related cost estimates are arrived at. The Committee expects to have Randy at the April Committee meeting to provide further details.
3. Bill Zeinert from the firm My Marketing Director was unable to attend the meeting. He submitted a draft of his contract to retain his firm’s services for the balance of this year. This contract includes the work suggested at the last Committee meeting. After discussion and review, a motion was made by Steinhorst and seconded by Faucher to recommend to City Council the approval of the Bill Zeinert, LLC contract for the provision of digital marketing for the balance of the year. Passed 10-0.
4. The Committee reviewed the *Business Guide* as published by the City of New London and dated March 9, 2017. A number of updates were approved for the document. These changes will be incorporated into a new document and made available to the public.
5. The Committee reviewed a list of upcoming classes at Fox Valley Technical College under the topic of “Financial Literacy Awareness.” Chairman Moack and Committee member Bill Bishop agreed to follow up on how the City may be able to take advantage of these courses to get our community more exposed to Fox Valley Technical College students.
6. The City had a billboard constructed on north Hwy 45 just east of Crystal Falls in 1996. Administrator Hager had previously presented a memo outlining the history of the billboard and the options going forward. Last month the Committee asked

Administrator Hager to inquire with an adjoining business to see if they have any interest in the billboard. The adjoining business did not have an interest in the billboard. Considerable discussion occurred regarding options available for the future of the billboard. Administrator Hager was asked to investigate the structural integrity of the billboard and report back to the Committee. Committee member Kopitzke will discuss the billboard with the Tourism Commission to get their opinion. A motion was made by O'Connell and seconded by Schirpke to not do anything with the billboard at this time pending further investigation. Passed 10-0.

7. The Committee reviewed Administrator Hager's report.
8. The next Committee meeting will be held on Tuesday, April 24, 2018 at 4:30 pm. Allyson Watson, Community Extension Educator with UW Extension will be invited to a future meeting to talk about the retention and attraction of young people to our community.
9. When asked for public comment, there was a discussion regarding the status of the proposed new library.
10. Motion by O'Connell and seconded by Kopitzke to adjourn the meeting. Motion passed. The meeting adjourned at 5:32 pm.

Kent Hager, City Administrator