

Economic Development Committee  
Tuesday, May 29, 2018 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Bill Zeinert, Tammy Vanevenhoven, and Brenda Hansen.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Steinhorst to adopt the agenda, approved. Asman/Steinhorst to approve the minutes. Passed.
2. Bill Zeinert from the firm My Marketing Director updated the Committee on work that has been performed regarding our digital marketing effort. Bill distributed a report on the number of impressions that the six current videos are receiving on Facebook and YouTube. For the time period April 18 through May 25<sup>th</sup>, there have been over 63,000 impressions on Facebook and over 41,000 on YouTube. It was interesting to note that the Hatten Park video had over 41,000 impressions alone on Facebook. There is one more video to be prepared. It was the consensus of the group that the video focus on a new offering coming from Fox Valley Technical College titled the Adult Education and Family Learning program. This program will be held at the Washington Center. Bill was thanked for his presentation.
3. Tammy Vanevenhoven addressed the Committee regarding an idea she had to implement a community bike rental option similar to what some other communities have. After considerable discussion, it was agreed that providing a bike rental service for the City would be a valuable asset. It was suggested that the Chamber of Commerce would host the bike rental operation. April at the Chamber will work with Tammy to bring back a plan for implementation of a bike rental program for further consideration at the June Economic Development Committee meeting.
4. Kent informed the Committee regarding a Tuesday, May 22<sup>nd</sup> meeting he had with Randy Stadtmueller, Ann Hunt, Christine Cross, Bill Flease, Virginia Schlais, Dave Morack, the Mayor, and Judy Radke to talk about finances for the prospective mixed-use library. A determination still needs to be made on how much fund raising will take place for the library. We need to investigate if the City can lease for a number of years and then buy in the future. Randy is insistent that the library is a "king pin" to the development of the property. We all agreed that even with the bond debt limit for the City, there will need to be a referendum. The sooner the better. We need to determine if the School District is going to have a referendum this November. It is difficult to talk in public about the project as there are still too many unknowns. Randy will be at the June meeting to update the Committee.

5. The Committee reviewed Kent's monthly memo. Kent was asked to update the Committee at the June meeting regarding the status of his goals.
6. The City billboard was further considered. April reported that the Tourism Commission would like to partner with the City and utilize the south side of the billboard for tourism promotion. The after further review, the Committee was asked to come up with some ideas to consider for the signage on the billboard at the next Committee meeting.
7. The next Committee meeting will be held on Tuesday, June 26th, 2018 at 4:30 pm. It is anticipated that Jennifer Brown, the new Director of Business Retention Services & Innovation for the Fox Cities Regional Partnership will be present. We also anticipate that the Department of Transportation Outdoor Advertising Specialist, Tony Culbert will be present to talk about permitting of the City billboard. Jessica Beckendorf, UW Extension, Community Development Educator for Waupaca County will be present to update the Committee regarding attracting and maintaining members of the millennial generation. Brian Yerkey, New London High School Principal will be invited to meet with the Committee at a future meeting to talk about the apprenticeship program.
8. There was no public comment.
9. Motion by Zaug and seconded by O'Connell to adjourn the meeting. Motion passed. The meeting adjourned at 5:52 pm.

Kent Hager, City Administrator