

Economic Development Committee
Tuesday, August 28, 2018 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell (5:00 pm), Zaug, Kopitzke, Faucher, Steinhorst, Bishop, and Asman. Myah Henderson, Johnson, Schirpke, and Travis Voight excused.

Also present: Mayor Henke, Administrator Hager, Mike Barrington, Brain Yerkey, Bill Zeinert, and Scott Bellile (5:15 pm).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Steinhorst/Asman to adopt the agenda, approved. Asman/Zaug to approve the minutes. Passed.
2. Bill Zeinert from the firm My Marketing Director was present and updated the Committee regarding our digital marketing effort. Bill previewed the last project video which dealt with adult education opportunities. Bill will follow up with the posting of the video. Bill and the Committee also would like to thank Fox Valley Technical College and the School District for their cooperation in making the video. Bill reviewed the Facebook and YouTube ad results for the past month. Bill will continue to implement the 2018 work plan.
3. April Kopitzke updated the Committee regarding the recently established bike rental program. The City purchased the bikes and related equipment and the Chamber is hosting the program. April informed the Committee that since the Chamber cannot take "deposits" on credit cards, we will have to rely on the renters leaving their driver's license as a deposit. There have been a couple of renters so far and several calls expressing interest. Advertising of the bikes availability is underway.
4. New London High School Principal, Brain Yerkey met with the Committee. The various programs that are available to our students regarding career placement were reviewed. These programs include the following: Project Lead the Way, Automotive Youth Education Systems, the Youth Apprenticeship Program, higher education opportunities with the Milwaukee School of Engineering and Fox Valley Technical College, Workplace Experience, and the Post-Secondary Fair. The Committee observed that while other school districts offer some of the above programs, we are lucky to be so progressive to have such a broad menu of opportunities available for our students. The Committee wished Brian and his team good luck and thanked Brian for his informative presentation.
5. The Committee reviewed Kent's monthly memo. Kent and April shared their observations regarding their visit to North Water Street and Pearl Street businesses.
6. Chairman Morack informed the Committee that student member Myah Henderson sent a note that due to her school and work schedule, she will no longer be able to

serve on the Committee. The Mayor and Dave sent Myah a thank you note for her service to the community and the Economic Development Committee.

7. Bill Bishop asked that the Committee consider at the next Committee meeting the future use of the vacant North Water Street lot that formerly was the home of the Wolf River Theatre group.
8. Kent was asked to keep up on the status of the billboard.
9. The next Committee meeting will be held on Tuesday, September 25, 2018 at 4:30 pm. Randy Stadtmueller is expected to be present to talk about the river front development. Jessica Beckendorf, Community Resource Development Educator, UW Extension set for the October 30th meeting.
10. There was no public comment.
11. Motion by O'Connell and seconded by Zaug to adjourn the meeting. Motion passed. The meeting adjourned at 5:55 pm.

Kent Hager, City Administrator