

Economic Development Committee
Tuesday, September 25, 2018 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, Administrator Hager, Dennis Krueger, Terry Wegner, Joe Marquardt, Ann Hunt, Mike Huzzar, and Scott Bellile.

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 August 28th minutes. The motion was approved.
2. Randy Stadtmueller from Stadtmueller & Associates submitted a written update regarding the mixed use development on the City river front property. His written report covered the project strategy, the preliminary project financing and an outline of the contents of the master plan for the property. It was noted that there has been a special City Council meeting scheduled for Randy and Phil Cossen from Ehlers to present the details of the financial plan for the development of the property. This meeting will be held on Tuesday, October 16th at 5:00 pm. The meeting is open to the public, as all City meetings are, and all are welcome to attend.
3. Dennis Krueger, District Administrator for the New London School District appeared before the Committee with Terry Wegner, President of the New London School Board of Education. Dennis and Terry gave an informative presentation regarding the upcoming School District referendum. Upon completion of their report, the Committee members asked several questions and then thanked Dennis and Terry for their time and their efforts to inform the public of this very important topic.
4. The Committee had been asked to take some time to discuss if there was any public use that the City may pursue for the vacant lot that lays in the middle of downtown on North Water Street. This is the property is located at 225 North Water Street and was formerly where the Wolf River Theatre building was. The property is now owned by Fidelity Direct Leasing out of Stoughton, Wisconsin. It was noted that in the past there was some consideration given to acquiring the property, closing State Street to the west and making this area a parking lot. It was also suggested that the property may best be utilized as open space. A motion was made by Zaug and seconded by Steinhorst to recommend to City Council that the City make an offer of \$8,920 to purchase the property. Motion passed unanimously.
5. Kent reviewed where we stand with the Highway 45 billboard. He has had some difficulty getting responses from the private sector to do the work necessary to bring the billboard back up to a full functional condition. Schneider Signs in Waupaca has declined the opportunity to work on the sign. Kent currently is communicating with a

firm out of Green Bay that may be able to do the work. The firm is called Colortech. The Committee had previously agreed to the design for the north face of the billboard and we await a determination from the Tourism Commission regarding their design for the south face of the billboard.

6. "The Pitch" event is scheduled to be held here in New London again. All agreed that this event is a valuable educational experience for our community and more particularly, our students. There are already 117 students from New London registered for the program. A motion was made by Zaug and seconded by Faucher to provide a \$250 sponsorship for the event. Motion passed unanimously.
7. The Committee reviewed Kent's monthly memo.
8. Chairman Morack informed the Committee that a new student member is being recruited for the Committee to replace Myah Henderson. The Mayor informed the Committee that Gordy Schirpke has asked to be replaced on the Committee. The Mayor asked for recommendations for a new Committee member.
9. The next Committee meeting will be held on Tuesday, October 30, 2018 at 4:30 pm. Jessica Beckendorf, Community Resource Development Educator, UW Extension will be the program for the meeting.
10. There was no public comment.
11. Motion by O'Connell and seconded by Asman to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:57 pm.

Kent Hager, City Administrator