

**Minutes**  
**Economic Development Committee**  
**Tuesday, October 29, 2019 – 4:30 PM - New London City Council Chambers**

Members present: Morack, Leone, Pinch, Zaug, Kopitzke, Steinhorst, Thompson and Johnson. Student Members S. Watling and M. Schmidt were present. Asman and Bishop excused. Also present: Mayor Henke (out at 5:25pm), Ann Hunt, Tom O'Connell, and Jackie Beyer

Public present: Julie Blohm, John Zehner, Terry Wegner, Scott Bleck, Season Polsin and Sandra DuFrane.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/ Steinhorst to adopt the agenda, approved. The September 24th minutes were approved. Chairman Morack asked the new Student Members to introduce themselves, followed by the Committee members introducing themselves to the two new Committee members.
2. Season Polsin spoke about the mural planned for the Longevity building, to be done next spring. The mural on the furniture store was a huge success. Polsin is now a member of the Wolf River Art League, and would like to work with the city to beautify the river facing side of the buildings along N. Water St. The WRAL has raised \$15,000 and would like the City to match that amount to cover the expense of making the view from the River something to be proud of.
3. Sandy DuFrane was present to talk about the housing market in New London. She stated it has been very busy with house sales for a couple of years. The market is now starting to level off and allow realtors to take a breath. With the low interest rates, the banks are seeing an uptick in refinancing. DuFrane stated there is still a need for affordable housing, up to 200K price. She stated the City needs to determine what "they want New London to look like?"
4. Riverfront Development Update- Lou Leone stated a meeting was held just prior to the Economic Development meeting, and the Library project is being pushed back one year. Some new dates and a timeline will be announced when it is developed. Leone stated a market study for housing will be done in July 2020. He stated donations are still welcome and encouraged.
5. WEDA update- Leone met with the consultant, and they spent about 9 hours discussing and driving around the City, filming different assets. The consultant will develop a plan and use the film to form a marketing strategy to draw in new business and residents.
6. Committee's Goals 2019 – the list was discussed. There were suggestions on revisions. Steinhorst stated he would like to see 'visiting businesses' a higher priority, and possibly done twice a year. Thompson asked for the new version to be labeled for '2020'. The group would like to see this next month at meeting.
7. The Pitch! Was discussed with input from the student members and Scott Bleck from the School District. It was a positive experience for last year attendees. Motion Zaug/Pinch to approve a donation of \$300 to the event. This money comes out of the Economic Development budget. Motion Carried.
8. Future Activities and Speakers –  
Lynn Aprill from CESA 8- Inspire program  
Oliver Buechse- Advancing AI Wisconsin
9. Public Comment- Julie Blohm asked to speak about the ATV/UTV trail proposal. Chairman Morack directed her to the upcoming Public Works meeting, where it is an agenda item. Ann Hunt spoke about the market survey for the Library/housing development, and that the survey should be done before next July.

10. Motion by O'Connell/Kopitzke to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:45 p.m.

Respectfully Submitted,  
Jackie Beyer, City Clerk