

Economic Development Committee
Tuesday, February 26, 2019 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, Emily Carothers and Hans Thompson. Asman, Travis Voight, and Johnson excused.

Also present: Administrator Hager, Bill Zeinert, Ann Hunt, and Scott Bellile (5:00).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Steinhorst to adopt the agenda, approved. The January 29th minutes were approved.
2. Bill Zeinert from the firm My Marketing Director addressed the Committee. The City has had eight videos running on Facebook and YouTube. Bill reported that there had been over 750,000 impressions and over 400,000 views of the videos. It was agreed that the videos advocate for New London very well. The Committee wants to continue this promotional effort at the same level and keep future digital marketing efforts in mind. A motion was made by Zaug and seconded by Faucher to recommend to City Council that we continue with our digital marketing effort starting March 1st and go through December 31st at a cost of \$850 a month for a total contract cost of \$8,500. This contract will be with the firm My Marketing Director. The motion passed unanimously.
3. Randy Stadtmueller from Stadtmueller & Associates was not available for the meeting. Randy is planning on being present at the March 26th meeting to update the Committee and present several conceptual plans for the development of the City riverfront property. Trevor Frank from SEH may also be present.
4. Kent reviewed his recent activities.
5. The Committee reviewed and commented on the goals for 2019. The Committee agreed that the amended goals were appropriate.
6. The next Committee meeting will be held on Tuesday, March 26, 2019 at 4:30 pm. Randy Stadtmueller will be present to discuss his proposed development alternatives for the downtown riverfront property. It was suggested to extend an invitation to meet with the Committee to Alex LaRoux who has recently opened a new business in the City.
7. There was no public comment.
8. Motion by Zaug and seconded by Steinhorst to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:37 pm.

Kent Hager, City Administrator