

Economic Development Committee
Tuesday, May 28, 2019 – 4:30 p.m. - City Council Chambers

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

Also present: Mayor Henke, O'Connell, Administrator Hager, Ann Hunt and Scott Bellile.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Barrington to adopt the agenda, approved. The April 30th minutes were approved.
2. April Kopitzke informed the Committee that Kari Moon from the CDSA 6 was not able to attend the meeting as planned. April explained that the School District and the Chamber are working with CESA to develop a New London app for smartphones. Both the School District and the Chamber have signed on to implement this program. It is suggested that the City join the effort as well. The traditional web site is not user friendly for smartphone users and since the smartphone is the new tool for information, it only makes sense to prepare and implement a program to promote New London using this medium. The Committee agreed to consider participation in this effort. April will see if Kari can attend the next meeting to further discuss the program.
3. The Committee received an update regarding the City tourism efforts from April Kopitzke. The Chamber has rebranded their tourism promotion. They started with an update of their web site. They have updated their Instagram account and they have published a new rack card of information about New London activities. They are now revising their Facebook page. The Committee watched a new video promoting the region as sponsored by The New North. April will continue to provide tourism updates in the future.
4. April and Dave Morack informed the Committee that the Fox Cities Magazine will be featuring three communities this year in their upcoming publication regarding "where to drive in the Fox Cities." The communities are Manitowoc, Ripon and New London. The Committee discussed several options available to advertise the City in the upcoming magazine. Given that it is unlikely that New London will be featured any time in the near future, it is best for us to be an active participant in this undertaking now. The Mayor described a fold-out supplement to the magazine that he thought was very informative. The Tourism Commission has already agreed to share the advertising expense with the City for this effort. There was a motion by Zaug and seconded by Bishop to share the advertising cost with the Chamber for publication in the Fox Cities Magazine. Motion passed unanimously.
5. Ann Hunt provided the Committee with a brief update on the riverfront development and the proposed new library. Ann has visited with Randy Stadtmueller on several occasions. Randy is still 100% invested in the project and intends to keep it moving along. The most recent tax credit housing applications were reviewed by the state and awarded. The hope is to gain some information regarding what projects compete well so that our local project can get funded in the near future. The Library

fundraising effort is under way. Ann has been out informing the public of the project's details. Ann asked if the current sign on the property could be changed to better draw public interest in the proposed development. The Committee agreed. The Committee hopes that Randy is able to attend a future meeting.

6. Bill Zeinert from our marketing consulting firm, My Marketing Director was not available to attend the meeting. He will be asked to provide an update at the June meeting.
7. Dave and April talked about the transportation survey that is currently under way. The ThedaCare New London Community Health Team (CHAT) is seeking input from area residents regarding personal transportation issues. The information gathered will be used to help identify opportunities to improve transportation options for New London and Waupaca County. Everyone is encouraged to participate in the survey.
8. Kent reviewed his recent activities. Kent was thanked for his twenty years of service to the City.
9. The Mayor informed the Committee that Kelly and Season Polsin are making great progress with their proposal to beautify the City with a series of murals. They are looking at the first mural being located on the side of the old Curt' Barbershop building. This will be further discussed at the next Parks and Recreation Committee meeting and also at the next Economic Development Committee meeting.
10. The next Committee meeting will be held on Tuesday, June 25, 2019 at 4:30 pm.
11. There was no public comment.
12. Motion by Zaug and seconded by Steinhorst to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:48 pm.

Kent Hager, City Administrator