

Minutes
Economic Development Committee
Tuesday, June 25, 2019 – 4:30 PM - New London 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, Ann Hunt, Scott Bellile,

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Zaug / Pinch to adopt the agenda, approved. The May 28th minutes were approved.
2. Bill Zeinert from My Marketing Director updated the committee on the Facebook and YouTube social media reach thus far for 2019.
3. The committee reviewed a visual presentation with Kari Moon from CESA 6. Kari is the Web Applications Account Manager who will lead the New London Connect App. Kari shared various options the app would offer the different dashboards for a multi-site app. The School District and the Chamber have agreed to move forward and the design process has started for the School District. The app can be downloaded in Google, Apple and Android. There was a motion by Zaug and seconded by Pinch to begin the app process in the amount of \$712.50. The contract is a yearly fee of \$525 and each entity is able to cancel after the contract has ended. There is a one-time set up fee of \$187.50. Kari shared that it will take 20-45 days to design the app, and if the City feels they are not ready to begin the process until later in the year, the entire price will be prorated.
4. Season Polsin returned to share a "Start Art" video with the Committee. She went over details for the mural project spearheaded by the Wolf River Art League. There are 30-40 businesses interested in a mural on their building. Funds need to be raised to tackle a project of this size. Thrivent has offered to do a brat fry to raise funds for this project. The Wolf River Art League will be participating in Fall Fest this September to paint 18,000 squares on the Amazing Low Prices building. They hope to raise \$18,000 from this project alone. Motion was made by Zaug and seconded by Pinch to fund the beginning costs to get the mural project started on the Longevity Nutrition building in the amount of \$3320.
5. April informed the Committee of recent business updates, closings and relocations. Custom Carpets has officially closed the doors with a prospective investor working on funding to take over the building and perform a similar service. The Bottle Shop is not closed. The family left the country until July 3rd. New London Total Fitness Owner purchased the "Subway" building. WI Glass Plus has packed up, but still utilized his business in Waupaca. That building now houses: NL Total Fitness, Kazaam Nutrition, Tyson Union Rep, Subway and Cornerstone Insurance Services. Advanced Physical Therapy moved to the west side of their building to double their gym space and bring in a new medical team. A Heart and Vascular doctor visit the location twice a week to treat patients. New business owners, Celia and John Ward have taken over the Beacon Street Deli and renamed the restaurant Wolf River Family Restaurant. The Huntington Bank is purchased; it will be leased for office space or small businesses.
6. Dave and April updated the committee on the CHAT Team efforts. The surveys have been completed, and the data is being compiled. The planning team will move forward when the information is available.
7. Ann Hunt provided the Committee with a brief update on the riverfront development and the proposed new library. Ann plans to meet with Randy and Judy in the next week to answer pressing questions that have come up while meeting with community members. The capital fundraising is still on track and they continue to stay on track with the WEDA Tax Credits dated timeline which is due in December.

8. Dave gave a brief update on the Article in Fox Cities magazine – Worth the Drive. The purchased ad space has been approved by the City and New London Tourism and the issue is expected to come out in July 2019. The Chamber has requested numerous copies to share with the community. Faucher shared that numerous businesses chose to purchase ad space in the same issue.
9. There was no public comment.
10. Motion by Zaug and seconded by Faucher to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 6:10 p.m.

April Kopitzke, New London Area Chamber of Commerce