

Minutes
Economic Development Committee
Tuesday, August 27, 2019 – 4:30 PM - New London City Council Chambers

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

Also present: Mayor Henke(out at 5:30), Ann Hunt, Lori Van Alstine, Joe Van Alstine, Tom O'Connell, Tom McHugh, Scott Bleck, Jackie Beyer and E. Buchingberg

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Zaug / Pinch to adopt the agenda, approved. The June 25th minutes were approved.
2. Scott Bleck, District Administrator, New London School District, introduced himself and spoke about his plans to keep the School District going forward and upward.
3. Riverfront Development Update- Ann Hunt introduced Lori Van Alstine, who is working on promoting the new Library project. Lori spoke about fundraising for the Library and the need for the City to engage in the effort, in order to dispel hesitancy by the public. Ideas were discussed to raise public awareness for the project. Flyers in the utility bills, stuffers in grocery bags were discussed. A resolution by the Council to create a TIF district was discussed. *Zaug/Faucher to have a Resolution for a TIF District go to the next Finance meeting.* Carried unanimously. It was also suggested that a rep from SEH be invited to the next meeting.
4. Residential Development proposal- Tom McHugh, developer, was present to speak about his interest to develop affordable housing in the City. He spoke about incentive programs being used in the Fox Valley, to assist developers in creating housing at a more affordable selling price. He is looking at a parcel in the City, which would allow for 26 potential new builds, and asked the group to look into how they could work together on a mutually beneficial program.
5. World Economic Development Alliance (WEDA) proposal- Lou Leone explained the program as one that recruits business on a national level. The cost for this first year is reduced substantially, coming in at \$9,500. This is a measurable ROI product according to Leone. *Zaug/Faucher to recommend to Council for approval.* Carried unanimously.
6. Welcome packets and incentives- April Kopitzke told about her welcome to new businesses. She stated there is an interest in some incentives for new business. The most asked about are tax credits. The question of a rented building vs. owned was discussed, in regards to property tax credits. Lou was asked to look into what the Fox Cities does for these incentives.
7. Committee's 2019 goals- will be reviewed next month.
8. 2020 Proposed Budget- The budget will be reviewed next year for any items that could be discontinued for more results based expenditures.
9. April updated the group on four business changes/relocations: Kist Kandies and Ice Cream(new), MK Flooring(new), Malliet Travel (relocation) and Quality Inn (remodel).

10. Future Activities and Speakers – The invitation of a rep from SEH was discussed, possibly combining with the next Finance meeting if possible. Also discussed was inviting local realtors to the meetings, to get their input on home buyers interests with regards to the City.
11. Public Comment- Scott Bleck reminded the group that school starts on Sept 3rd, and to please be mindful of students and busses.
12. Motion by Zaug and seconded by O'Connell to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 6:10 p.m.