

Minutes

Economic Development Committee

Tuesday, October 27th, 2020 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Morack, Zaug, Bishop (via Zoom), Kopitzke, Dorsey, Asman, Faucher, Pinch (via Zoom) and Thompson (via Zoom).

Absent: Johnson

Others present: Mayor Mark Herter, City Administrator Hoerth, Tom O’Connell, Casey Zempel, Ann Hunt, Jacqui Miller with SC Swiderski LLC (via Zoom), Madeline Check with SC Swiderski LLC (via Zoom), Travis Gauthier with Midwest Properties (via Zoom) and Travis Novotny with Midwest Properties (via Zoom)

Voting members present: 11

1. The meeting was called to order by Chairman Morack at 4:34pm. Zaug/Faucher to approve the agenda. Carried by all.
2. The August 25, 2020 minutes were approved, motion by Zaug/Dorsey. Carried by all.
3. Hoerth informed the committee that in the last month he’s been in contact with two different developers regarding the downtown riverfront site; one of which was SC Swiderski LLC (SCS). Jacqui Miller and Madeline Check from SCS were present via zoom, introduced their company and provided a presentation showing the experience and options that SC Swiderski offers in multi-family housing. SCS currently manages multifamily housing units all over the state and has plans to build in several other nearby communities including Shawano, Hortonville, and Oshkosh. Jacqui stated that they will perform a market study to determine which types of rental units may see the most success at that site and present that information at a future committee meeting.
4. The committee reviewed a proposal by Midwest Properties Commercial Development Inc. who has expressed interest in purchasing a property in the city’s North East Industrial Park. The developer designs, builds and leases commercial property and has a current tenant that is interested in relocating to this area. The initial proposal would include building a 6,000 sq. foot facility for the current tenant in phase 1, then building two more 12,000 sq. foot facilities for other tenants in phase 2 and 3 within the next five years.

Motion by Zaug/Kopitzke to recommend that Administrator Hoerth work with Midwest Properties LLC on a developer’s agreement for purchase of property in the city’s North East Industrial Business Park to be presented at a future common council meeting for consideration.
Carried by all.
5. Hoerth reviewed information on the Claritas Marketing Information that was presented at last month’s Committee meeting. Committee members were provided information on lifestyle segments as defined in the marketing materials and were asked to review it for future conversation to determine which segments the city should market for attracting new residents.
6. Kopitzke led a discussion on a report provided by the National Main Street Center titled “The Impact of COVID-19 on Small Businesses”. The report detailed a survey that was done with 300,000 small businesses nationwide. Kopitzke asked the committee to consider completing a similar survey with

New London businesses to get feedback on how the COVID-19 pandemic has affected them. The results would be shared with the downtown revitalization committee as well as the community at large to hopefully encourage people to shop local. Kopitzke will create a draft of the survey for the committee to review at the next meeting.

7. Kopitzke provided a business update including details on a new candy shop being opened by a New London High School student; new ownership of the Wolf River Family Restaurant (formally the Beacon Street Deli); relocation of Larson Insurance; the availability to purchase the former Piggly Wiggly store and the opening of a new boutique shop.
8. Suggested agenda items for the next meeting included presentations from potential developers for the downtown riverfront site, review of a New London COVID-19 Business survey, and possibly conversations with the New London School District in how they are managing with the COVID 19 pandemic.
9. Chairman Morack reported that he along with Mayor Herter, Administrator Hoerth and Alderman Besaw interviewed several candidates for the student representative positions on the Economic Development Committee and the Parks and Recreation Committee. Mayor Herter will appoint the selected candidates at the next common council meeting.
10. The next Committee meeting will be scheduled for November 17 at 4:30pm.
11. Faucher /Zaug moved to adjourn at 5:34 pm. Carried by all.

Respectfully Submitted, Chad Hoerth, City Administrator