

Minutes

Economic Development Committee

Tuesday, November 17th, 2020 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Morack, Bishop (via Zoom), Kopitzke, Dorsey, Asman, Faucher, Pinch (via Zoom), Lathrop, Wolf, and Johnson(via Zoom).

Absent: Zaug, Thompson

Others present: Mayor Herter, City Administrator Hoerth, Alderman Besaw, Jacqui Miller with SC Swiderski LLC (via Zoom), Madeline Check with SC Swiderski LLC (via Zoom), Pat McElroy with SC Swiderski LLC (via Zoom)

Voting members present: 11

1. The meeting was called to order by Chairman Morack at 4:31pm. Kopitzke/Dorsey to approve the agenda. Carried by all.
2. The October 27th, 2020 minutes were approved, motion by Asman/Faucher. Carried by all.
3. Chairman Morack introduced two new student members to the committee. Kenidi Lathrop and Alaena Wolf, both juniors at New London High School, were recently appointed to the Economic Development Committee. Each provided a quick introduction and why they were excited to represent the student body on this committee.
4. Hoerth provided a quick summary of conversations he has had with two developers regarding the Downtown Riverfront property. Jacqui Miller, Madeline Check and Pat McElroy with SC Swiderski LLC (SCS) were present and provided an update on their market study for New London. In summary the SCS team felt that there is potential in New London for up to 150 additional multifamily units within the next three years. Their proposal would include a variety of building styles, range of rental rates and consideration for a second site in New London for the additional growth. Hoerth will continue to work with both developers so they can provide final proposals to the committee at a future date.
5. Kopitzke provided a draft copy of a proposed survey to New London businesses with the objective to gain input on how the COVID-19 pandemic has affected them and how they are adapting. After discussion and comments from the committee, Kopitzke will update the survey with a potential release date after January 1st.
6. Kopitzke reported that Malliet Travel has relocated from the downtown to a home business setting for the time being due to the reduction of business; the former New London Family Diner building at 400 N Shawano Street has a price reduction from \$249,000 to \$99,000; "The Pantry" has posted that they will be closing January 1st, 2021; and how the Chamber has been assisting local business with Covid related grant opportunities.
7. Administrator Hoerth reported on several conversations or meetings that the city has had with different business leaders or developers with potential expansion or development opportunities in New London.
8. Suggested agenda items for future meetings included: presentations from potential developers for the downtown riverfront site, discussion regarding next step options for Claritas Marketing

Information, conversations with the New London School District in how they are managing with the COVID 19 pandemic, 2020/2021 Economic Development Goals and Oliver Buechse – Advancing Al Wisconsin.

9. No public comment given. Lathrop and Wolf provided comments regarding their perspective on how students were handling school and other challenges due to the pandemic.
10. The next Committee meeting will be scheduled for December 15 at 4:30pm.
11. Faucher /Lathrop moved to adjourn at 5:34 pm. Carried by all.

Chad Hoerth
City Administrator