

Minutes

Economic Development Committee

Tuesday, September 29, 2020 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Morack, Besaw, O’Connell, Zaug, Bishop (departed at 5:39pm), Kopitzke, Dorsey and Asman; Faucher, Pinch and Thompson via Zoom.

Others present: Mayor Mark Herter, Chad Hoerth, Judy Radke, Todd Hutchison, Bill Zeinert, David Thiel, Casey Zempel, Scott Bleck, Gerald Magolski

Voting members present: 12

1. The meeting was called to order by Chairman Morack at 4:30pm. O’Connell/Zaug to approve the agenda. Carried by all.
2. The August 25, 2020 minutes were approved, motion by Asman/Kopitzke. Carried by all.
3. David Thiel and Bill Zeinert presented new Claritas marketing analysis data recently obtained by the Waupaca County Economic Development Corp. Zeinert explained that the Claritas information gives insight into personal lifestyle trends, and then categorizes households into social groups. The presentation provided a summary of which social groups are currently living in and around New London. One goal with this information would be to use it to understand what purchasing trends appeal to those in the county and how we could use that data to attract and retain working class families in the County. Thiel and Zeinert will assist the city in moving forward in analyzing the data further for the city’s future marketing efforts.
4. The committee briefly reviewed a report Todd Hutchison provided to the city last month regarding the downtown riverfront development and recommendations Hutchison provided in moving forward, reinforcing the idea that constant marketing is extremely important to keep your name in front of potential developers. The Committee thanked Hutchison for his work in creating the report and suggestions for future planning.
5. One recommendation the Hutchison report suggested was to develop TIF guidelines to provide developers an understanding of the city’s commitment using TIF funds. Finance Director Radke researched and developed a draft TIF guidelines document for the committee to review. Zaug motioned seconded by Asman to recommend that council consider adopting the TIF Guidelines as presented. Carried by all.
6. Kopitzke researched and presented a document summarizing some initiatives in promoting workforce development and business recruitment in New London. Many of the initiatives the city has worked on in some capacity, but may have opportunities for future development to gain additional success. Chairman Morack reiterated the need for regular contact and communication the City Administrator and staff will need to have with businesses now and in the future. The committee agreed and felt asking the question, “what can the city do to help local business” is important.
7. Mayor Herter led a discussion about feedback from the community on the closing of a local grocery store and comments seen on social media requesting the city to do something to replace that service. The committee discussed the possibilities of taking a more active role in seeking out specific types of business to bring additional growth into the community.

8. Kopitzke provided a business update, including details on some business closings, building purchases and relocations.
9. Hoerth provided a report of downtown businesses who took advantage of the Building Façade Improvement program and noted that the program is closed for 2020 as the Committee used some of the funds for the Covid-19 Small Business Grant program.
10. Kopitzke mentioned that for future agenda items she would report on the progress of the Downtown Development Sub-committee.
11. Under public input, Gerald Magolski suggested talking to Walmart about bringing in a Walmart Neighborhood Market. Scott Bleck, District Administrator for the New London School District, commented about working together with the city to fill student positions that sit on various city committees.
12. O'Connell /Faucher moved to adjourn at 6:17 pm. Carried by all.

Respectfully Submitted, Chad Hoerth, Director of Public Services