

## New London Economic Development Committee Minutes

Tuesday, October 26<sup>th</sup>, 2021

Members present:

Chairman Dorsey, Bishop, Faucher, Kopitzke, Wolf (departed 5:17), Zaug, Thompson (via Zoom)

Excused: Lathrop

Absent: None

Others present:

Mayor Mark Herter, Tim Roberts, Steve Groat (Zoom), City Administrator Chad Hoerth, Jeff Handschke

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Zaug/Wolf approved the agenda. Carried by all.
2. The September 28<sup>th</sup>, 2021 minutes were reviewed and approved by Koptizke/Zaug. Carried by all.
3. Hoerth reported that he and Koptizke recently visited with business owners on North Water Street. The 2024 downtown reconstruction project as well as the Building/Façade Improvement program were discussed. Input from business owners was collected and shared at the meeting.
4. Hoerth provided information on a Wisconsin Economic Development Corporation (WEDC) training he attended titled “Main Street First Impressions Workshop” in Weyauwega. The workshop invited professionals from around the area to collaborate and provide the host community ideas to enhance the look of their “main street”. Hoerth stated that he asked the WEDC staff to consider New London as a potential host community for a future workshop.
5. Wolf provided information about a business speaker she recently saw with the school’s DECA program and provided a suggestion to invite the speaker to present to the New London business community. This sparked conversation if local business owners would attend a training like this and if businesses would pay for a speaker. Kopitzke stated that the Chamber partners with the SBDC to provide free training and they struggle to get local businesses to participate. Some agreed that it would seem difficult to get businesses to pay for a speaking engagement. Other concerns were raised about who would organize these types of trainings or finance them. It was suggested to ask the school’s DECA program to see if the group would like to work on an annual or semi-annual project to hold training sessions for business owners. Koptizke stated that she is trying to bring this particular speaker to a future Chamber banquet.
6. Chamber Director’s Business Report:
  - a. The Christopher & De Leon Law firm has closed their downtown New London office for the time being as the attorney is focusing on the Milwaukee market right now but is interested in circling back in the spring to consider reopening an office in New London.
  - b. Kopitzke is working with two new business owners who are interested in investing in vacant commercial buildings.

- c. Percy's Pro Shop operated by DECA is having a ribbon cutting at New London High School for their new store front on November 3<sup>rd</sup>.
  - d. Northern Belle Boutique is having a ribbon cutting for their first year in operation on November 19<sup>th</sup>.
7. City Administrator's Report:
- a. Hoerth provided an update on the hiring process for the Video and Marketing Producer position. Two candidates have been invited for second interviews with staff; background and reference checks will begin in the near future.
  - b. The Joint Review Board approved TID #5 for the downtown project on October 19<sup>th</sup>.
  - c. On Wednesday Oct 27<sup>th</sup> New London will host the Waupaca County Economic Development Corporation's Monthly Meeting.
8. The committee reviewed speakers and agenda items for future meetings. Roberts informed the committee that the ATV club asked if the Newton Blackmour trail could be opened to ATV traffic. Hoerth stated that he recalls a lot of discussion about ATV usage when Outagamie County opened up the trail and it was decided at that time to not allow ATV's on the trail. Outagamie County manages and has jurisdiction over the trail outside the city limits. It was stated that the ATV club would also like to see the city expand the daily hours of use and open ATV's routes year around. That topic is anticipated to be placed on a future Board of Public Works agenda for discussion.
9. Public Input: Jeff Handschke provided suggestions for creating some kind of board walk in the downtown river alley so riverfront businesses could capitalize on the river more. Additional discussion took place on trying to attract a small engine repair/sales business as well as an ATV's/UTVs sales and service business.
10. The next committee meeting is tentatively scheduled for Tuesday, November 30<sup>th</sup>, 2021 at 4:30pm.
11. Kopitzke/Faucher moved to adjourn at 5:32 pm. Carried by all.

Chad Hoerth  
City Administrator