

Minutes

Economic Development Committee

Tuesday, February 23rd, 2021 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Morack, Bishop, Kopitzke, Dorsey (left at 5:45pm), Faucher (via zoom), Wolf, Zaug, Lathrop, Pinch (via zoom), Thompson (via zoom), Asman.

Absent: Johnson

Others present: Mayor Mark Herter, City Administrator Chad Hoerth, Bob Besaw, Tom O'Connell, Mike Barrington, Jamie Walbruck, Tim Roberts, New London Video Producer Casey Zempel, Jeff Handschke, New London School District Administrator Scott Bleck, New London School Board Representative Terry Wegner, Kenneth Betzler, Tim Roberts

1. The meeting was called to order by Chairman Morack at 4:30pm. Zaug/Kopitzke to approve the agenda. Carried by all.
2. The January 26th, 2021 minutes were approved, motion by Kopitzke/Bishop. Carried by all.
3. Scott Bleck and Terry Wegner from the New London School District provided a presentation consisting of updates to school facilities financed from the latest school referendum. Improvements included HVAC, boiler, lighting, roofing, technology, security, restroom updates, flooring, track resurfacing and asphalt repairs at various buildings. An additional classroom was also added to the Parkview Elementary School. Future construction and improvements are in the works for several buildings for the summer of 2022. Additional information was presented on how the school has worked through the challenges regarding the COVID pandemic. Several committee and student members provided input and suggestions for school district programming and communication.
4. Hoerth and Zempel led a discussion and provided ideas of how the city could use marketing funds for promoting videos of New London on social media. Several different potential marketing categories were discussed for Tourism, City Services, Quality of Life and Business Development. Depending on what category is being marketed, staff can define different geographical locations and demographics to designate where advertising dollars would be spent. The draft social media marketing plan is a work in progress and will be discussed further at future meetings.
5. Kopitzke provided a local business update report:
 - Kopitzke handed out the latest copy of the New London Area Chamber of Commerce Directory and Tourism Guide
 - New commercial owners have purchased the property at 504 W North Water Street formerly leased by Wolf River Lawyers. The owners plan on having the office fully furnished and available to lease soon.

- Wal-Mart is looking at some remodeling to take place in June. This will consist of rearranging and updating some areas of the current floor plan. It's anticipated to be a 9 week project with the grand opening in late July.
- A new business called Aleesha Lanay's Salon is opening at 1721 Hillshire Drive on March 1st .
- The NXT Level USC Ultimate Sports Complex located at 865 Surprise Ending Rd (formerly Elevate Archery) is now open for business.
- The property at 309 S. Pearl St. (formally known as "The Barn"), is under new ownership and now will be called "The Cruz Inn" and will have a soft opening in March

Kopitzke also commented that when the Downtown Revitalization group started focusing efforts for revitalization several years ago, there were nine open commercial vacancies on N Water Street, today there are only two.

6. Administrator Hoerth reported on efforts working with Midwest Properties for their development in the Northeast Industrial Park as well as working with SC Swiderski for the Downtown Riverfront development.
7. The committee potentially reviewed speakers and agenda items for future meetings.
8. There was no public comment.
9. The next committee meeting will be scheduled for Tuesday, March 30th, 2021 at 4:30pm.
10. Kopitzke /Asman moved to adjourn at 6:16 pm. Carried by all.

Chad Hoerth
City Administrator