

Minutes

Economic Development Committee

Tuesday, March 30th, 2021 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Morack, Bishop, Kopitzke, Dorsey , Faucher (via zoom), Wolf, Zaug, Lathrop, Johnson (via zoom), Thompson (via zoom), Asman.

Absent: Pinch (via zoom)

Others present: Mayor Mark Herter, City Administrator Chad Hoerth, Tom O'Connell, New London Video Producer Casey Zempel, Jeff Handschke, John Wolf, Adam Prill

1. The meeting was called to order by Chairman Morack at 4:30pm. Zaug/Kopitzke to approve the agenda. Carried by all.
2. The February 23rd, 2021 minutes were accidently omitted from the committee packet and will be reviewed at the next meeting.
3. Bill Bishop invited a local business owner to come and share some business success stories for the committee, unfortunately the individual could not attend so the topic will be forwarded to a future meeting.
4. Zempel and Hoerth led a discussion continued from the previous month regarding a social media marketing plan. The plan highlights different types of content that is used to promote Tourism, City Services, Quality of Life and Business promotion. Zempel provided some examples of video content that he has created and Facebook impression results from those advertising efforts. Additional discussion took place on the types of marketing efforts the city can continue to promote and capitalize on. The committee agreed with the plan and will review the marketing results on a regular basis.

Asman motioned, seconded by Faucher to approve the Social Media Marketing Plan as presented. Motion carried by all.

5. Hoerth presented documents showing recommendations for the 2021 Economic Development Goals. This year's goals will be streamlined a bit as the City Administrator will be focusing more throughout the year with staff reorganization and training.

Asman motioned seconded by Wolf to accept the goals as presented, motion carried by all.

6. Kopitzke provided Business Updates:
 - a. MJ's Treasures is a new business at 106 W North Water Street (sharing space with Malliet Travel) offering travel accessories, swim suits, resort wear, baby/kids clothes, books, and gifts.

- b. Effective April 1st, QPS New London Employment Agency will be relocating from 103 W North Water St to 504 W North Water St.
- c. A Ribbon Cutting ceremony is planned for Thursday, April 1st at 12 p.m. for the NXT Level USC Ultimate Sports Complex located at 865 Surprise Ending Rd.

Thompson asked if there were updates to the sale of the Grand Theater, expressed concerns about the building deteriorating and pointed out that a theater in Oshkosh is owned by the city and leased out to a private company to operate. The committee will consider this topic for a future meeting.

- 7. Administrator Hoerth reported on progress with the parcel sale to Midwest Properties in the Industrial Park and reported on several upcoming residential sub development opportunities in the near future.
- 8. The committee reviewed speakers and agenda items for future meetings.
- 9. There was no public comment.
- 10. The committee recognized and thanked Chairman Morack for his leadership on the Economic Development Committee as this was his final meeting as an alderman.
- 11. The next committee meeting will be scheduled for Tuesday, April 27th, 2021 at 4:30pm.
- 12. Zaug /Asman moved to adjourn at 5:28 pm. Carried by all.

Chad Hoerth
City Administrator