

Minutes

Economic Development Committee

Tuesday, April 27th, 2021 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Olson, Thompson (via zoom), Wolf (left at 5:15pm) Zaug

Absent: Lathrop

Others present: Mayor Mark Herter (via zoom), Tim Roberts, City Administrator Chad Hoerth, Margie Brown, Jeff Handschke, Ann Hunt, Amy McGowan (Habitat from Humanity via zoom).

1. The meeting was called to order by Chairman Dorsey at 4:32pm. Kopitzke/Bishop to approve the agenda. Carried by all.
2. The February 23rd, 2021 and March 30th 2021 minutes were reviewed and approved by Zaug/Faucher. Carried by all.
3. Amy McGowan with Habitat from Humanity provided an update on the upcoming Rock the Block event scheduled for September 16-18th. Currently they have about 25 homes that are scheduled for repair and are estimating over 900 local volunteer hours that will improve city appearance. Fundraising efforts continue and all appears to be on track for a successful event. The committee thanked McGowan for the update.
4. Margie Brown provided some history to the Grand Theater and how a group of individuals spearheaded a local grassroots effort in the late 1990's to repair at that time a failing building. The structure was in such bad condition that the city issued a repair or raise order. The local group organized a campaign for a referendum to help pay for improvements and repairs to the Grand. The referendum passed and a new formed group called "Friends of the Grand" was formed. The Friend's Group worked with the owner of the Grand to make the necessary repairs to save the building. Unfortunately today the facility is once again in need of major repairs. At last month's meeting Thompson stated that the City of Oshkosh owns their theater and has some type of private partnership to operate it. Brown stated that the theater in Oshkosh was built by the same architect in New London and both are called "The Grand"; Brown volunteered to contact the group in Oshkosh for more information. Kopitzke will reach out to the current owner of the New London Grand to see what his intentions are for the future of the building. The committee will continue discussions as more information is gathered.
5. The Committee discussed funding of the annual Waupaca County Marketing Coop Contribution. In the past the coop focused a large part of their efforts in tourism marketing and the city's contribution came from the Tourism Commission. Recently the coop is changing it's focus a bit and working on marketing efforts for residential and workforce recruitment which does not line up with the Tourism Commission's goals. Moving forward the city will need to evaluate if the new focus lines up with the Economic Development Committee's goals and if the fund should come from that

committee. Hoerth will invite Dave Thiel, Director of the Waupaca County Economic Development Corporation for an update on the Coop's future marketing goals.

6. Kopitzke provided Business Updates:
 - a. Fifty Shades of Confidence at 103 W North Water Street, in the old city hall building is expanding in that building.
 - b. 219 N Water Street, recently renovated in 2019, is open for rent and available for \$800 per month plus utilities.
 - c. Mid-State Tire & Repair, LLC and Mid-State Asphalt LLC located at 519 N Shawano Street is remodeling the outside of their building.
 - d. The owner of the Jeanne Rose Sports Bar New London, William Bohn passed away suddenly on Sunday April 18th 2021 at the age of 47. Bill had 2 bar locations, one in New London and one in Clintonville. He was residing in Texas when he passed.

7. City Administrator's Report:
 - a. Hoerth provided some updates with the downtown riverfront property and working with SC Swiderski on their plans for multifamily housing on that site.
 - b. Midwest Properties continues to work on their development in the North East Business Park and have submitted their plans for their building permit.

8. The committee reviewed speakers and agenda items for future meetings.

9. Local real-estate agent Jeff Handschke addressed and informed the committee that he was working with an individual from the valley to try and bring a new and unique venue to the area as well as some efforts on a potential solar energy farm north of New London.

10. The next committee meeting will be scheduled for Tuesday, May 25th, 2021 at 4:30pm.

11. Zaug /Olson moved to adjourn at 5:49 pm. Carried by all.

Chad Hoerth
City Administrator