

New London Economic Development Committee Minutes

Tuesday, June 29th, 2021

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Lathrop, Olson, Thompson, Wolf, Zaug

Absent: None

Others present: Mayor Mark Herter (via zoom), Tim Roberts, Bob Besaw, City Administrator Chad Hoerth, Emily Kling, Scott Bleck, Jeff Handschke

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Kopitzke/Faucher approved the agenda. Carried by all.
2. The May 25th, 2021 minutes were reviewed and approved by Zaug/Bishop. Carried by all.
3. Kopitzke introduced Emily Kling who recently assisted the Chamber with a data collection project creating a spreadsheet of all residential and commercial businesses in the city. The Chamber has a listing of the Chamber members, however did not have contact info for non-chamber members. Emily's efforts included reaching out to those non-chamber members by phone, email or even going door to door to gather contact info for each business in the city. Emily also completed research on how businesses positively influence a community and vacancies financially affect a city. She used the information to create a report and submitted it a statewide competition sponsored by DECA; Emily took second place for her efforts.
Emily's information also assisted the Downtown Revitalization Committee in applying for and being awarded a membership in the Wisconsin Connect Community's program. The committee thanked and congratulated Emily for her research and efforts.
4. New London School District Administrator Scott Bleck was present and provided information of some new digital marketing efforts the School District is planning. The district is hiring Spectrum to begin an advertising campaign to primarily focus on promoting the school district as a great choice for open enrollment. Spectrum will be using Google's AdWords platform to specifically target potential customers who fit their profile. The school district invited the City and the Chamber to consider being partners in this advertising relationship as all three entities could benefit from expanded exposure. The Committee discussed pros and cons from this type of advertising stating that it may be hard to justify the return on this investment vs. the benefits of constantly marketing the city, similar to the example given of regular "Wisconsin Dells" ads that promote the entire Dells community. Hoerth will invite the rep from Spectrum to a future meeting for a presentation on their services and the committee will evaluate the results of the School District's advertising efforts before making a decision if this type of advertising investment would be beneficial to the city.
5. At the committee's last meeting Dave Thiel and Bill Zeinert provided information on the upcoming plans for the Waupaca County Marketing Co-op program. The first phase of the marketing program focused on Waupaca County tourism. Now the program is evolving to target residential recruitment and workforce development. In previous years the co-op contribution was financed from the New London Tourism Commission; however the new focus does not line up with the

Tourism Commission's goals. To continue to be part of the co-op, Hoerth recommended that the Economic Development Committee finance the \$3,000 contribution for the City. Concerns were voiced questioning if the program was a benefit to the City vs. supporting a program where the contribution is pooled with money from other municipalities and the county for a larger impact.

Faucher moved, seconded by Zaug to finance the \$3,000 marketing Co-op program from the Economic Development budget. Motion passed 11-1, Roberts voting no.

6. Kopitzke provided Business Updates:

- Bella Salon formally located at 312 Wolf River Plaza has relocated to 511 S. Pearl St
- Blue Gorilla Lounge formally located at 309 W North Water St. moved into a home setting opening up a vacancy at that location
- Herrling Clark Law Office located at 105 E Waupaca St, New London, WI 54961 is in the process of closing due to a death of a partner at that business
- Fox Communities Credit Union located at 1302 N Shawano St. has completed an internal remodeling project and has an open house planned for June 30th.
- The Chamber has created a flyer/campaign to promote consumer patience and kindness at businesses who are struggling with filling open positions and satisfying orders due to the lack of supplies.
- Downtown vacancy updates: N Pearl Street has 25 commercial buildings with 3 open vacancies. N Water Street has 43 commercial buildings and 2 open vacancies.

7. City Administrator's Report:

- a. Hoerth reported that city staff have been working with consultants on the creation of two TID districts in the city, one for the Downtown Riverfront development and another for a residential development at the corner of Oshkosh street and Beckert Rd.
- b. Fox Valley Cab has submitted an application for a Taxi permit.
- c. Video Producer Casey Zempel and his family have decided to move out of state and submitted his resignation effective June 24. The city will be opening up the position for replacement in the near future.

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

9. Public Input: Jeff Handschke asked questions about the residential development on Beckert Road and a potential subsidy for a proposed road extension.

10. The next committee meeting is scheduled for Tuesday, July 27th, 2021 at 4:30pm.

11. Thompson/Zaug moved to adjourn at 5:31 pm. Carried by all.

Chad Hoerth
City Administrator