

New London Economic Development Committee Minutes

Tuesday, July 27th, 2021

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Olson, Thompson (via Zoom), Wolf, Zaug

Absent: Lathrop

Others present: Mayor Mark Herter, Steve Groat (via Zoom), Tim Roberts (via Zoom), Bob Besaw, City Administrator Chad Hoerth, Jeff Handschke, Museum Director Christine Cross, Ann Hunt

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Faucher/Zaug approved the agenda. Carried by all.
2. The June 29th, 2021 minutes were reviewed and approved by Kopitzke/Wolf. Carried by all.
3. Hoerth informed the committee that he, Kopitzke, and Jeff Handschke had some recent conversations regarding the cost of leasing retail space in New London. It was agreed that it would be beneficial for the City and the Chamber to have a better idea what leasing rates currently are in the city. Kopitzke stated that Alana Wolf is going to be serving an internship with the New London Area Chamber and has shown interest in surveying the local retail businesses to create a report on rental rates in the City. Wolf will begin working on the project in the next few weeks.
4. Hoerth provided information to the committee regarding a conversation he had with Joe Ferlo, President and CEO of "The Grand Oshkosh, Inc." and how the non-profit organization runs their facility. The Grand – Oshkosh Theater is owned by the City of Oshkosh but leased to the non-profit Incorporation which provides stage performances and rents out the facility for private functions. The non-profit's operating budget is about \$1.2 million per year and is funded by donations, food and beverage sales, ticket sales and the city's local room tax. Other historic information about the Oshkosh Theater was provided to the committee.

Museum Director Cross talked about the New London Grand and that it will be highlighted at an upcoming workshop sponsored by the Wisconsin Trust for Historic Preservation on September 17th and 18th. The workshop titled *Saving Wisconsin's Historic Theatres* will feature stories from 7 area theatres which Cross has been invited to speak and provide history on New London's Grand Theater.

5. Kopitzke provided Business Updates:
 - The owner of "Change up Vape" located at 316 Waupaca Street has purchased and merged the business at The Bottle Shop located at 303 S Shawano Street. The building name will remain as "The Bottle Shop".
 - C&R Waterfront has been purchased by Sean Fraser from Kimberly and will operate the business as is.

- Domino's Pizza currently at 316B Wolf River Plaza plans on moving into the former Family Diner at 400 N Shawano Street. The building is currently being remodeled and they plan on moving around the first of the year.
 - Kopitzke is also working with two other businesses interested acquiring a building or leasing space in the city.
6. City Administrator's Report:
 - a. Hoerth stated that he recently met with the owner of Tuffy Boats who reports his business is doing very well, however is experiencing the same issues with acquiring supplies.
 - b. Staff continue to work on the 2024 downtown reconstruction project and held two open houses on July 14th to gain public input. 36 people attended the event and staff continued to collect more feedback by posting information on facebook.
 7. The committee reviewed speakers and agenda items for future meetings.
 8. Public Input: None
 9. The next committee meeting is scheduled for Tuesday, August 31st, 2021 at 4:30pm.
 10. Zaug/Faucher moved to adjourn at 5:06 pm. Carried by all.

Chad Hoerth
City Administrator