

New London Economic Development Committee Minutes

Tuesday, August 31st, 2021

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

Absent: Thompson

Others present: Mayor Mark Herter, Tim Roberts, Bob Besaw, City Administrator Chad Hoerth, Mike Barrington, Andy Van Remortel, Adam Prill, Jeff Mikorski

1. The meeting was called to order by Chairman Dorsey at 4:30pm. Zaug/Kopitzke approved the agenda. Carried by all.
2. The July 27th, 2021 minutes were reviewed and approved by Bishop/Faucher. Carried by all.
3. Hoerth introduced Jeff Mikorski who is the Waupaca County Economic Development Corporation Executive Director. Mr. Mikorski provided a quick background of his past experiences and current initiatives the WCEDC is working on, including pushing out information on new grants available to Waupaca County businesses.
4. Andy Van Remortel, from Spectrum Reach, provided a presentation on digital marketing that his company can offer the City to promote services and encourage residential growth. Spectrum Reach would use Google services to push paid advertisements to individuals who meet specific criteria. This is similar to targeted ads one would see on websites based on past web search history. The New London School District is testing this service to increase student enrollment. The committee will ask representatives from the school district to a future meeting to see how they feel their marketing campaign is going before making a decision on a city campaign.
5. Hoerth asked the committee to consider two changes to the existing downtown Façade/Building Improvement Grant program. First was to consider expanding the eligible properties in the downtown district and second was to allow backdating of grants to any qualified improvements that occurred as of January 1st, 2021. The committee consider pros and cons to both changes.

Motion by Kopitzke seconded by Zaug to expand the boundaries of eligible properties for the Downtown Façade/Building Improvement Grant program as provided on the presented map. Motion carried by all

Motion by Faucher seconded by Wolf to allow backdating of grants to any qualified improvements that occurred as of January 1st, 2021 in the new updated boundaries. This would only be for those projects that occurred in 2021. Motion carried 11-1, Roberts voting no.

6. Hoerth provided information on the proposed 2022 Economic Development Budget. No changes were proposed for 2022. Bishop suggested looking into the status of the Hwy 54 billboard to determine when the billboard should be changed.

7. A letter from Habitat from Humanity was reviewed requesting a \$5,000 donation to the upcoming Rock the Block event. The donation would be financed within the current Economic Development budget.

Motion by Faucher, seconded by Zaug to approve the \$5,000 request to Habitat for Humanity for the upcoming Rock the Block event. Motion carried by all.

8. Chamber Director's Business Report:
 - a. Kopitzke updated the committee on several new grants available to New London businesses including a \$10,000 grant for a business moving into an existing vacant spaces.
 - b. Cornerstone Insurance Services, LLC will have a ribbon cutting at their new location at 421 S Pearl Street on September 15th at 11:00am.
 - c. Wolf provided an update on the retail leasing survey she is working on to get a better understanding of retail leasing costs in New London.
9. City Administrator's Report:
 - a. Hoerth reported on the progress of the downtown reconstruction project planned for 2024 and that the Board of Public Works will be discussing the possibility of modifying the roadway width in the downtown district. The purpose would be to consider providing more sidewalk space for additional pedestrian amenities.
 - b. East Central Wisconsin Regional Planning Commission (ECWRPC) is offering Technical Assistance labeled as an "Economic Resilience Toolkit" for businesses. Hoerth is looking into this grant to see if it would help businesses with the future downtown reconstruction project.
 - c. 23 applications have been received for the open Video and Marketing Producer position, staff have begun the process of evaluating and ranking the candidates.
10. The committee reviewed speakers and agenda items for future meetings.
11. Public Input: None
12. The next committee meeting is scheduled for Tuesday, September 28th, 2021 at 4:30pm.
13. Zaug/Faucher moved to adjourn at 5:56 pm. Carried by all.

Chad Hoerth
City Administrator