

New London Economic Development Committee Minutes

Tuesday, January 25th, 2022

Members present: Chairman Dorsey, Bishop (via zoom), Faucher, Kopitzke, Thompson, Wolf, Zaug, Hass

Excused: Lathrop

Others present: Mayor Mark Herter, Tim Roberts, Bob Besaw, Steve Groat, Bernie Ritchie, City Administrator Chad Hoerth, Jeff Handschke, Josh Viste, Ann Hunt, Christine Cross, Ginny Schleis

1. The meeting was called to order by Chairman Dorsey at 5:17pm. Kopitzke/Zaug approved the agenda. Carried by all.
2. The November 30th, 2021 minutes were reviewed and approved by Zaug/Kopitzke. Carried by all.
3. To kick off the new year, the committee held introductions for new members and alderpersons. Each individual introduced themselves and provided examples of how they would like to see New London advance in an economic development sense within the next 5 years. Many members focused on the 2024 downtown reconstruction project and continue efforts to attract new businesses but not to forget supporting existing businesses.
4. John Faucher brought to the committee's attention a Talent Development Conference sponsored by the Wisconsin Workforce Development Association on April 7th and 8th. The focus on this year's conference is dealing with worker shortages in Wisconsin. Several members expressed interest in attending.
5. Hoerth introduced Josh Viste, the city's new Video and Marketing Producer then talked about some branding ideas that Viste, Koptizke, Park and Rec Director Ginger Arndt and he have been thinking about to market the city. The slogan and marketing campaign would illustrate and show why New London "is the address" for great shopping, dining, business opportunities as well as a great place to live. Staff will work on video and digital marketing ideas and report back to the committee with some of the concepts.
6. Chamber Director's Business Report:
 - a. Business Update:
 - i. Bos Optimal, a business assistance and consulting company, opened up a new office at N3762 Cty Rd T
 - ii. Family Flipper opened up a new pallet flipping store at 1200 N Shawano St Suite #4
 - iii. A new wedding and event planning business opened at 307 W North Water Street and is planning a Ribbon Cutting on Feb 3rd at 4:00pm
 - iv. El Patron Mexican Restaurant opened at 203 N. Shawano Street
 - v. Fox Valley Trailers opened at 1200 N Shawano Street.

- vi. Consignment Store, Brikaro LLC, opened at 304 W. North Water Street
 - vii. Wolf River Propane opened a new office location at 315 Burton Road
 - viii. Beacon Street Deli (422 E Beacon Ave) has new owners and now is called Emily's Café.
 - ix. MK Flooring is relocating to the old Dollar General Store at 105 Henry Street.
 - x. Cozy & Sweet Pop Up Candy Shop will be closing at the end of the summer 2022.
 - xi. Bom Bom Boutique at 1923 N Shawano St is closing their retail store and reopening as a hair salon.
- b. The chamber and city continue to promote the Main Street Bounce Back grant and know of at least 5 businesses in New London that have received the grant.
7. City Administrator's Report:
- a. Staff have been working on the potential development of a TID #6 in the southeast portion of the city to assist some local business development. More information will be presented as staff work on a proposal and with the businesses near that location.
 - b. Hoerth also answered committee member questions on the status of the other recently formed TID districts, the downtown riverfront property, downtown river alley and the 2024 downtown reconstruction project.
8. The committee reviewed speakers and agenda items for future meetings.
9. Public Input: None
10. The next committee meeting is scheduled for Tuesday, February 22nd, 2022 at 5:15pm.
11. Zaug/Hass moved to adjourn at 6:17 pm. Carried by all.

Chad Hoerth
City Administrator