

PLEASE NOTE: This meeting will be held in person and online. The public can come in person or watch/listen to this meeting online in one of 3 ways:

1) Go to the city's You Tube channel, "<https://www.youtube.com/NewLondonAccess>" and click on the "live" feed video link to watch the meeting. **-OR-**

2) You can watch the meeting via the zoom app. Go to the following link to download and watch via the zoom app: <https://us02web.zoom.us/j/85313608555?pwd=WUZkbFVmVUVTSWJkSVkyZzhqQkNiUT09> You will be asked to download and install the zoom app on your computer or phone and provide your name and email address. **-OR-**

3) You can listen to the meeting over the phone by calling one of the following numbers:

1-929-205-6099 1-301-715-8592 1-253-215-8782 1-346-248-7799 1-699-900-6833 1-312-626-6799

You will be asked to enter in a meeting ID of: **853 1360 8555**, then push #

You may be asked for a participate ID, do not put in a number, just hit #

You will be asked to enter in a password of **196590**, then #

Unless specifically noticed otherwise, this meeting and all other meetings of this body are open to the public. Proper notice has been posted and given to the media in accordance with Wisconsin Statutes so that citizens may be aware of the time, place and purpose of the meeting.

AGENDA

Economic Development Committee Tuesday, January 25th, 2022 – 5:15 PM New London City Council Chambers

[Link to Meeting Documents](#)

1. Call to Order
2. Adopt agenda
3. [Approve November 30th, 2021 Minutes](#)
4. Introduction of committee member/alderperson
5. [Talent Development Conference \(TDCON 2022\) – John Faucher](#)
6. Discuss branding/marketing idea for New London
7. Updates and reports
 - a. Business Updates – April Kopitzke
 - b. City Administrator Report – Chad Hoerth
8. Review potential agenda items for future meetings
9. Public comment
10. Review next meeting date
11. Adjournment

**Dave Dorsey, Chairman
Economic Development Committee**

It is the policy of the City of New London to comply in good faith with all applicable regulations, guidelines, etc. put forth in the Americans with Disabilities Act (ADA). To that end, it is the City's intent to provide equal opportunity for everyone to participate in all programs and/or services offered, to attend every public meeting scheduled, and to utilize all public facilities available. Any person(s) in need of an alternative format (i.e. larger print, audio tapes, Braille, readers, interpreters, amplifiers, transcription) regarding information disseminated by the City of New London should notify the City 48 hours prior to a meeting, etc., or allow 48 hours after a request for a copy of brochures, notices, etc. for delivery of that alternative format. Contact ADA Coordinator Chad Hoerth by telephone through: (Relay Wisconsin) – 920/ 982-8500 or (Voice) – 920/982-8500 and in person/letter at 215 N. Shawano Street, New London, WI 54961.

CITY OF NEW LONDON



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: January 25th, 2022 Committee Meeting
DATE: January 20th, 2022

Introduction of committee member/alderperson- I received a comment in the past month that there are some new faces to the committee/council and we may have not done a formal introduction in some time. It was suggested to do a quick intro of all the committee members and alderpersons and maybe provide one or two points of improvements you would like to see in New London over the next 5 years.

Talent Development Conference (TDCON 2022) – John Faucher requested this item be added to the agenda. I've included a print out of the conference information in your packet.

City Administrator Report

- Over the past month April Koptizke and I have been working together making contacts with existing local business, or potential business that we're trying to bring into New London. I've documented 16 different contacts in the last month with existing business or new businesses we're trying to bring into the community.
- We're been working on some details at potentially developing a TID #6 in the southeaster portion of the city which being created to assist in some local business development. I expect we'll have more to present a proposal to council in the next month.

New London Economic Development Committee Minutes

Tuesday, November 30th, 2021

Members present: Chairman Dorsey, Bishop, Faucher, Kopitzke, Hass, Thompson (arrived 5:20pm), Zaug

Excused: Lathrop, Wolf

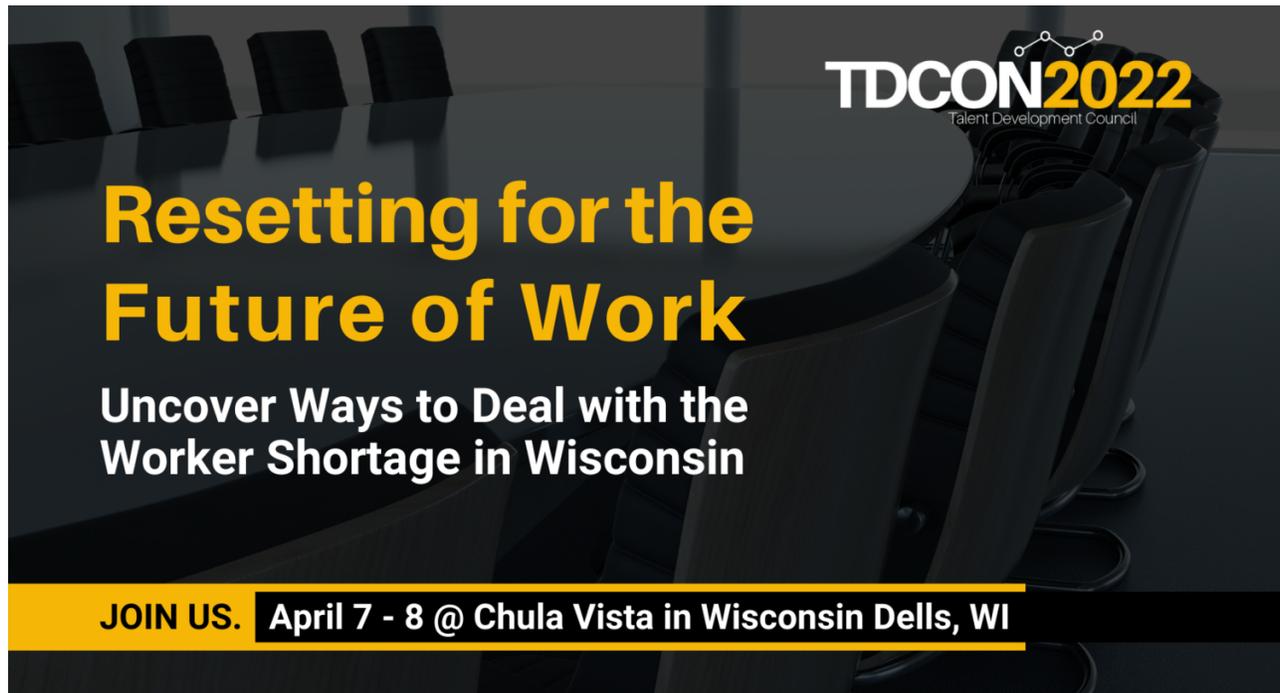
Others present: Mayor Mark Herter (viz zoom), Tim Roberts, Bob Besaw, City Administrator Chad Hoerth, Jeff Handschke, Nick Schaefer

1. The meeting was called to order by Chairman Dorsey at 5:15pm. Kopitzke/Hass approved the agenda. Carried by all.
2. The October 26th, 2021 minutes were reviewed and approved by Zaug/Kopitzke. Carried by all.
3. Bishop introduced Nick Schaefer who has started a new screen-printing business out of his home called MacaPort. Bishop started the conversation by pointing out that many businesses including Apple, Google, and Amazon all started out as home-based businesses. It is important to understand some of the things that a new business owner like Nick has experienced so the city can be good ambassadors and help grow the city. Schaefer provided his story and background in the screen-printing industry and pointed out that he never intended on starting a new business. As a cross country and track coach for the New London School District, Schaefer was purchasing shirts in bulk for his teams, but many times ended up with costly leftovers. Schaefer ended up purchasing some basic equipment to produce the exact number of shirts he needed for his teams to save money. Several years later the tennis coach asked Schaefer if he would print the shirts for the tennis team. Requests from other school groups increased and Schaefer eventually thought there was a need in the community for this service and decided to start his own business. Schaefer stated he knew how to produce shirts but had no idea how to start a business. Schaefer approached Associated Bank for a business checking account and Bishop suggested contacting the Small Business Development Center (SBDC) in Stevens Point for assistance. Schaefer stated that the SBDC was a huge help in giving him all the information to start a new company. From that point Schaefer's business started growing with additional sales to local New London organizations. Schaefer stated that he intends to join the New London Chamber of Commerce for additional networking opportunities. Eventually as things grow, Schaefer intends to move into a commercial building in New London. The committee thanked Schaefer for his story and encouraged him to reach out to staff and the chamber once he is ready for his next evolution.
4. Hoerth and Kopitzke led a discussion about recent contacts with local business and the challenges many compaines are facing with recruiting and retaining employees. Hoerth suggested that the committee keep the issue in their thoughts and think of ways to help New London businesses overcome this challenge. The city will not assist with direct

recruitment of employees, but rather maybe the city's role is to continue to market the community as a great location to live and work. Faucher provided insight of a Fox Cities Chamber training he attended where he saw a few speakers, one of which has been highlighted on a PBS University Place episode. In both cases the speaker talked about the importance of workforce housing, transportation and other employment challenges, but more importantly stressed the factor of negative labor force numbers with more people retiring than coming into the workforce. Faucher provided weblinks for the committee to view the University Place episodes.

5. Chamber Director's Business Report:
 - a. New Business Update: Seth Isaac owner of Creations SIC Woodworks opened up a location at 219 W North Water Street.
 - b. The Mirage building at 510 W North Water Street is now for sale.
 - c. Kopitzke and Hoerth met with Tyson foods on November 10th, they have about 200 open positions currently and corporate has required Covid Vaccinations for all employees.
 - d. The Grand Cinema Theatre has a new manager and is planning on opening soon.
6. City Administrator's Report:
 - a. Hoerth reported that the city did fill the open Video and Marketing producer position. Josh Viste has accepted the role and will begin employment on December 6th.
7. The committee reviewed speakers and agenda items for future meetings.
8. Public Input: None
9. The next committee meeting is scheduled for Tuesday, January 25th, 2022 at 5:15pm.
10. Kopitzke/Hass moved to adjourn at 6:15 pm. Carried by all.

Chad Hoerth
City Administrator



The Wisconsin Workforce Development Association is excited to announce the return of our annual in-person Talent Development Conference (TDCON) on April 7 & 8 at the Chula Vista Resort in Wisconsin Dells. We expect more than 250 attendees, including executives and dozens of Wisconsin industry and trade associations, employers, policymakers, and workforce funders.

The theme of this year's conference is ways to deal with the worker shortage in Wisconsin, one of the most talked-about issues facing our state. Over the day and a half long, conference attendees will have a chance to hear from four keynote presenters and participate in 15 different breakout sessions. We will also listen from panels of experts as they discuss, debate and present.

We still have available slots for speakers, presenters, even vendors looking to share information and marketing materials at tables during the conference. Please click the button below and fill out the questionnaire before January 7, 2022, if you would like to be considered.

Are you interested in presenting for TDcon 2022? Then, click on the button and fill out the form!

[Presenter & Speaker Application](#)

Event Information

Join us on April 7 - 8, 2022, at the Chula Vista in Wisconsin Dells. Must call by March 15, 2022, to get the conference rate.

Reservation Number for TDCON22 hotel rooms: 855-388-4782

Please ask for BOOKING ID#: **“i50927 Workforce Development”** when making reservations

Hotel Rates: \$139 plus tax; resort fee waived for TDCON22 attendees

Pricing Information

Sign up for the Early Bird special before February 15, 2022!

Two day-\$200: Full-day registration provides attendees access to both-day events.

One-day attendees \$175: One-day registration allows attendees to attend one-day full of events.

Registration after February 15:

Two-day- \$250: Full-day registration provides attendees access to both-day events.

One day- \$200: One-day registration allows attendees to attend one-day full of events.

Register now!

Questions?

Contact [Joshua Morby](#), Director of The Talent Development Council, with any questions!