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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/86462335036?pwd=TDF0emlYR2w1MGICSTNtNFpPSFpTQT09> 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: **864 6233 5036**, 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 **857097**, 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.

Link to Meeting  
Documents

**AGENDA**  
**Economic Development Committee**  
**Tuesday, July 26<sup>th</sup>, 2022 – 5:15 PM**  
**New London City Council Chambers**

1. Call to Order, Pledge of Allegiance, Roll Call
2. Adopt agenda
3. [Approve May 31<sup>st</sup>, 2022 Minutes](#)
4. Presentation by Waupaca County Economic Development Corporation on 2022 COOP Marketing Program
5. [Discuss a request to declare New London, WI a Sister City with Killaloe, Ireland](#)
6. Business Marketing Program idea- BaLynda Croy
7. Discuss interest in a new billboard wrap on the city's billboard
8. Updates and reports
  - a. Business Updates – April Kopitzke
  - b. City Administrator Report – Chad Hoerth
9. Review potential agenda items for future meetings
10. Public comment
11. Review next meeting date
12. 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

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## Memorandum

TO: Economic Development Committee/City Council  
FROM: Chad Hoerth, City Administrator  
RE: July 26<sup>th</sup>, 2022 Economic Development Committee Meeting  
DATE: July 21<sup>st</sup>, 2022

Presentation by Waupaca County Economic Development Corporation on 2022 COOP Marketing Program-  
I asked Jeff Mikorski, Executive Director from the Waupaca County Economic Development Corporation if he could come and present an update in regards to the county's COOP Marketing program.

Discuss a request to declare New London, WI a Sister City with Killaloe, Ireland - recently Mayor Mark and I were invited to a meeting with several Shamrock Club of New Dublin members to consider bringing back a focus and proceed with the process to become a Sister City with Killaloe, Ireland. About 15 years ago this relationship with Killaloe was encouraged and considered but sounds like it was put on the back burner with concerns on costs and whether the city would need to finance trips to Ireland. Those questions were asked at this meeting and the only expectations that were identified were some signage at the city limits identifying the relationship, some information on the City's website and possibly some regular communication with officials in Killaloe. The benefit for this relationship would be making New London a possible destination for residents in Killaloe or other areas of Ireland to visit in the United States. Enclosed in your packet you will see a resolution that would begin the process and authorize the mayor to sign a charter confirming the Sister City status.

Business Marketing Program idea- BaLynda Croy- Alderperson Croy has been working on an idea for a new business marketing program and will be providing a presentation of the idea at the meeting for feedback.

Discuss interest in a new billboard wrap on the city's billboard- At a previous Economic Development Committee meeting it was suggested we start looking at a new message on the city's billboard located near Crystal Falls along Hwy 45. In the past the city financed the message on one side and the New London Tourism Commission financed the second side. At this point I think a general discussion to determine if we want to consider a new round of signage on the billboard (and team up again with the Tourism Commission) would be the focus of this conversation. The actual message and design proposal would come at a later time.

## **City Administrator Report**

- For those who are not council members, I'm happy to report that the common council approved a developer's agreement with SC Swiderski for the downtown riverfront development. Some key points include:
  - The project would start with the "Utility relocate" project managed and initially financed by the city, but paid back with TID increment funding. The cost of the Utility relocate is estimated to be about \$800,000. The project would be bid in August with a bid opening in late August. Bids would be reviewed and presented to the Board of Public Works/Council in September (in conjunction and pending on the next point).
  - The City and SCS would close on the property by September 22nd, 2022. The property only includes the area between Wyman Street, Wolf River Ave, Smith Street and the Bernegger River Walk Trail. It does not include the city's property east of Smith Street (we can look at a separate development there).
  - The Utility relocate construction would occur in the fall/winter of 2022 into 2023.
  - SCS would start construction by June 30th, 2023. Project to be complete by December 31, 2024.
- Downtown Reconstruction project- As most of you should know, the city is looking at a major street reconstruction project for North Water Street and Pearl Street (north of the river) in 2024. In our design and planning stages we put together a timeline needed for the project and came up with a challenge. Due to the amount of work that needs to be accomplished, sanitary and water replacement would need to begin as early as April and May to have enough time to complete the project in 2024. Unfortunately, due to the proximity of the project zone to the river, April and May is not an ideal time for deep utility construction as the water table is traditionally very high at that time of year. The cost to "dewater" (constantly run pumps to remove the water) could be very expensive. It would be better for construction to perform this work at a time of year when the water table is lower. To this end it has been determined that the best case scenario would be to perform the deep utility replacements in the summer/fall of 2023. Our intent was to try and "disrupt" the downtown just for one year, but because of this work it appears we'll need to start the construction in 2023 and follow up with more work in 2024. We're working on trying to get this word out now to the downtown business so they can plan for the next two construction seasons.
- On a very positive note for the downtown project, I'm happy to announce that the city has purchased the vacant lot at the corner of N Water and Lincoln Court (the grass lot between Lynn Tank Agency and PC and Cell Solutions). We've all heard the comments that "there is not enough parking in the downtown", well I'm happy to announce that the city listened to those comments and took the opportunity to purchase this lot with the intent to create more parking for the downtown district on N Water Street.

## New London Economic Development Committee Minutes

Tuesday, May 31<sup>st</sup>, 2022

Members present: Dorsey, Faucher, Kopitzke, Hass, Thompson (entered at 5:40 pm), Bishop, Croy

Excused: None

Others present: Mayor Mark Herter (via zoom), Tim Roberts, Bob Besaw, Steve Groat (via zoom), City Administrator Chad Hoerth, Jeff Handschke

1. The meeting was called to order by Chairman Dorsey at 5:15pm. Kopitzke/Hass approved the agenda. Carried by all.
2. The April 26<sup>th</sup>, 2022 minutes were reviewed, corrections in the minutes were identified to a business name and address (Crafty Crack at 219 N Water Street). Kopitzke/Faucher motioned to approve the corrected minutes. Carried by all.
3. Kopitzke provided a report of a kick off visit and downtown walk for the Connect Communities program which New London is a member of. Connect Communities is a program sponsored by the Wisconsin Economic Development Corporation (WEDC). The program provides resources and opportunities for communities who are interested in developing a Wisconsin Main Street program. A group of 17 people including city representatives, business owners and interested individuals met to walk through the downtown to share thoughts and ideas on how to improve the district. Jon Bartz, the Regional Director for the WEDC was also present and provided input from his perspective on what other communities have done and opportunities for New London's downtown district. Overall Mr. Bartz felt New London had some "good bones", great looking buildings and was impressed that almost every store front was open for business. Other opportunities were talked about on the possibility of creating a downtown ambassador's group to help clean up the downtown on a regular basis.
4. Information was provided on a plan to sell the vacant property across from the Library/Museum now that the "Annex" will not be built and the Library programming will be moving into the existing First State Bank building once they build a new corporate headquarters. Hoerth is creating a Request For Proposals (RFP) document to ask developers and property owners for proposals to develop the site. The proposals then would be reviewed by a sub-committee made up of a few Economic Development Committee members and Library/Museum Board members. More information will be shared as the process continues.
5. Hoerth provided information on recent marketing efforts the city has focused on. Monthly meetings with city staff, April Kopitzke from the Chamber and Scott Bleck from the School District have been underway where the three entities have been collaborating on joint

marketing efforts. Examples of the “New London has an address” branding campaign were presented with some statistics on social media views. Some recent takeaways were focusing on the effectiveness to grab a viewer’s attention within the first 3-5 seconds of a video and get a message to them within the first 15 seconds. Staff is also looking into available training to find more ways to effectively market on social media.

6. Chamber Director’s Business Report:

a. Business Updates:

- Brikaro LLC, a Consignment store at 304 W North Water St. is relocating to 311 Pearl St
- Napa Auto Parts purchased the former Dollar General store at 105 Henry St.
- La Costenita Mexican grocery store is now leasing at 200 West N Water St. and expanded the grocery store to incorporate a meat block. They will be transitioning their current location into a restaurant setting.
- Bluebird Boutique located at 218 W North Water St. closed, the building is up for lease
- The Chamber will hold a “Business After Hours” networking event on June 15th at 5 p.m. at Crystal Falls

7. City Administrator’s Report:

- Four students applied for the two open Economic Development Committee Student member positions. Mayor Mark, Chairman Dorsey and Administrator Hoerth are in the process of interviewing the four candidates.
- Hoerth provided a recap of the status of the Developers Agreements for Titan Industries, First State Bank and SC Swiderski

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

9. Public Input: None

10. The committee will not hold a meeting in June, the next meeting will be scheduled for Tuesday, July 26<sup>th</sup> 2022 at 5:15pm.

11. Thompson/Hass moved to adjourn at 6:18 pm. Carried by all.

Chad Hoerth  
City Administrator



**A RESOLUTION  
OF THE CITY OF NEW LONDON, WISCONSIN  
APPROVING A “SISTER CITY” AFFILIATION WITH THE  
VILLAGE OF KILLALOE, COUNTY CLARE, IRELAND**



**RESOLUTION NO. \_\_\_\_\_**

**WHEREAS**, the Sister City Program is a national initiative begun by President Eisenhower in 1956 to develop economic, cultural and technical exchanges between US cities, counties, and states with corresponding communities worldwide; and

**WHEREAS**, the Program promotes peace through mutual respect, understanding and cooperation through one individual, one community at a time; and

**WHEREAS**, the common ties of mutual interests exist between the City of New London, Wisconsin and the Village of Killaloe, County Clare, Ireland; and

**WHEREAS**, the exchange of said interests and cultures by the mutual establishment of a “Sister City” relationship with the Village of Killaloe, County Clare, Ireland, will enhance the City of New London and its residents; and

**WHEREAS**, under the “Sister City” relationship, both municipalities commit to support and encourage opportunities for mutually beneficial and practical exchanges in the fields of business, arts, culture, education, sports and tourism; and

**WHEREAS**, the Mayor and City Council find the establishment of a “Sister City” affiliation with the Village of Killaloe, County Clare, Ireland to be in the best interest of the City of New London.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF NEW LONDON, WISCONSIN** does hereby approve and authorizes the execution of a Charter to establish a “Sister City” affiliation with the Village of Killaloe, County Clare, Ireland.

Adopted this 16<sup>th</sup> day of August, 2022

BY: \_\_\_\_\_  
Mark Herter, Mayor

ATTEST: \_\_\_\_\_  
Nicole Lemke, City Clerk