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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.

AGENDA

**Economic Development Committee
Tuesday, August 30th, 2022 – 5:15 PM
New London City Council Chambers**

[Link to Meeting Documents](#)

1. Call to Order, Pledge of Allegiance, Roll Call
2. Adopt agenda
3. [Approve July 26th, 2022 Minutes](#)
4. Report on Sister City "Twilling" with Killaloe, County Clare, Ireland
5. Follow up on the ECWRPC free Technical Assistance Grant Application
6. Downtown Ambassadors Program Idea
7. Review 2023 Economic Development Budget
8. Updates and reports
 - a. Business Updates – April Kopitzke
9. City Administrator Report – Chad Hoerth
10. Review potential agenda items for future meetings
11. Public comment
12. Review next meeting date
13. 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.



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: August 30th, 2022 Economic Development Committee Meeting
DATE: August 25th, 2022

Report on Sister City “Twilling” with Killaloe, County Clare, Ireland- I’m happy to report that the charter for the creation of a Sister City relationship with Killaloe, Ireland has been signed. The timing of this couldn’t have been any better as the New London Common Council blessed the signing of the charter on Tuesday August 16th. Mayor Tony O’Brien from County Clare, Ireland was in Milwaukee last week as County Clare was a feature County for Irish fest. A dinner was held on Thursday August 18th with several individuals from New London and myself where Mayor O’Brien signed the Charter sealing the new “Twilling” relationship. I’ll talk about potential next steps for this new relationship.

Follow up on the ECWRPC free Technical Assistance Grant Application- As I mentioned at the last meeting East Central Wisconsin Regional Planning Commission offered a free technical assistance grant for a 1-day planning event. I applied for the grant with the intent to use the technical assistance for any type of planning improvements for the downtown alley. I’m happy to report that New London has been awarded this grant. We’ve been scheduled to hold this event on Tuesday October 11th. I have a conference call scheduled with ECWRPC staff on Sept 1st to figure out the details, but I’m of the understanding that ECWRPC will be bringing in several engineers and consultants for a morning/early afternoon workshop. The consultants then will be taking information gathered from the workshop and coming up with conceptual ideas, those ideas then will be presented by the consultants that evening. So please mark your calendars for October 11th as this sounds like a fun planning event. More details to come.

Downtown Ambassadors Program Idea – April Kopitzke and I will be presenting an idea to assist in beautification of the downtown.

Review 2023 Economic Development Budget- At the meeting I’ll present changes and plans to the 2023 Economic Development Budget.

City Administrator Report

- On Sept 20th and 21st the Wisconsin Economic Development Corporation is holding a state wide “Wisconsin Economic Summit” in Appleton. I plan on attending the event and if any committee members are interested please let me know. Here’s the information:
 - <https://wedc.org/wisconsin-economic-summit/>
- As the committee asked me to research, I have been working with a vendor and getting information on what it would cost to install a digital screen on the city’s billboard. When talking to the vendor I asked a bunch of regulation questions, which he could not answer but is researching them with the state. I don’t have any solid information or costs yet but will provide that info if I receive them.

New London Economic Development Committee Minutes

Tuesday, July 26th, 2022

Members present: Dorsey, Faucher, Kopitzke, Hass, Thompson, Bishop, Croy, Adamovich

Excused: Zacarias

Others present: Mayor Mark Herter (via zoom), Tim Roberts, Bob Besaw, City Administrator Chad Hoerth, Jeff Handschke, Jeff Mikorski, Bill Zeinert, Carrie and Larry Katerzynske

1. The meeting was called to order by Chairman Dorsey at 5:15pm. Kopitzke/Hass approved the agenda. Carried by all.
2. Chairman Dorsey introduced and welcomed Wyatt Adamovich as the committee's newest student representative.
3. The May 31st, 2022 minutes were reviewed, Hass/Kopitzke motioned to approve the minutes. Carried by all.
4. Jeff Mikorski and Bill Zinert with the Waupaca County Economic Development Corporation provided an update on the corporation's co-op marketing efforts in the county. The co-op is funded collectively by all major municipalities in Waupaca County. There has been a strategic shift from the initial marketing campaign on promoting tourism, to worker and resident recruitment. Additional focus has also been used to create content for new platforms like Tik Tok. Year to Date, in 2022 the marketing efforts have created over 500,000 impressions and over 300,000 views on Facebook and YouTube for various marketing messages. Mirorski stressed the importance of creating new content on a regular basis to refresh the message as old content "falls off" and the newest content is typically pushed by social media platforms. The corporation will continue to research new ways to continue social media marketing for county wide promotions.
5. Mayor Mark informed the committee that he was approached by several individuals who are requesting for the city to refocus efforts and sign a charter declaring New London as a Sister City with Killaloe, Ireland. Carrie and Larry Katerzynske provided some history on the initial progress for the relationship with Killaloe and its Mayor, Tony O'Brien. Several New London residents have visited Killaloe over the years and have continued to strengthen that relationship. When asked what the expectations of the city would be, the Katerzynske's responded by saying "there is no blueprint outlying what must be done when declaring a Sister City, it's whatever you want to do to create that connection". However, it was suggested at the minimum to install signage at main entrances of the city advertising that relationship. When asked why the charter wasn't signed when first proposed, the response was there were rumors and miss information spread that city officials would travel to Killaloe as a city expense, which was not true and not expected to create the relationship. The charter could be signed independently by city officials in their respective cities.

Bishop/Kopitzke motioned to recommend that council considers a resolution authorizing the Mayor to sign a charter declaring New London, WI a Sister City with Killaloe, Ireland. Motion carried by all.

6. Alderperson Croy presented a marketing idea to promote New London and local businesses by creating a unified hashtag for the city. To encourage people to use the hashtag, ideas were presented to create a scavenger hunt with regular social media posts and prize drawings. Croy suggested creating a subcommittee to further brainstorm and define the program. It was suggested to possibly ask the high school's DECA program to participate, Adamovich will contact DECA and ask about their interest in the project.
7. Hoerth presented some information about the city's billboard and a cost on replacing the message wrap. The last time the messages were replaced, the City financed one side and the Tourism Commission financed the other. The committee seemed interested to continue using the billboard to market New London, agreed to place a cost to replace the message wrap in the 2023 budget request, and asked Hoerth to also look into what it would cost to install a digital sign to allow different messages to be rotated on a regular basis.
8. Chamber Director's Business Report:
 - A new business called "Smoke World Vape" moved into 1923 N Shawano St
 - There is a sign on the former Bucky's restaurant buildings saying "Zero's Café coming soon" no other details as of yet
 - Nails by Dorothy, LLC is moving into the former Water St. Boutique at 218 W N. Water St.
 - The former FX Auto Collision Center at 800 N Shawano St. is now Plach's Collision Center
 - BossMa'aM Esthetics LLC is moving into 108 W North Water St. which was the former Ameriprise Financial
9. City Administrator's Report:
 - A developer's agreement with SC Swiderski has been verbally agreed upon and is in the process of being executed
 - Progress for the downtown reconstruction project continues, throughout the planning progress it was determined that Sanitary Sewers and Water Main replacements will need to be done in 2023 due to anticipated high water tables in the spring of 2024
 - The city has purchased the vacant lot at 225 N Water St with the intent to create additional parking for the downtown
 - Staff are working on updating the city's comprehensive plan and have a survey online for public input
 - East Central Wisconsin Regional Planning Commission is offering a free technical assistance program, Hoerth will apply for the program with the intent to do some planning for the downtown river alley.
10. The committee reviewed speakers and agenda items for future meetings.

11. Public Input: Mayor Mark commented on efforts to educate the public and noted positive feedback seen on social media.
12. The next committee meeting will be scheduled for Tuesday, August 30th, 2022 at 5:15pm.
13. Thompson/Kopitzke moved to adjourn at 6:53 pm. Carried by all.

Chad Hoerth
City Administrator