

Economic Development Committee
Tuesday, June 30, 2015 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Romberg, Tate, Bishop, Steinhorst, and Schirpke. Shaw excused.

Also present: Mayor Henke, Administrator Hager, and John Faucher.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. Tate/Steinhorst to adopt the agenda. Carried unanimously.
2. The Committee viewed the video "Prairie du Chien's Got It" on YouTube. All present were impressed by what Prairie du Chien had accomplished with their video and how it is so similar to what our committee had been considering.
3. Chairman Morack re-opened the discussion about marketing the new City brand statement, "We've Got it." The Committee noted that the Prairie du Chien video was very brief and informative. It was observed that we should pursue making for our own community videos as we market our new brand. It may be appropriate to create a separate video focusing on marketing for retail and another for tourism and one for industry. It may also be appropriate to partner with our Tourism Commission in this endeavor. The video does not have to be expensive to produce and the shorter and to the point, the better. The Committee will work on an outline of what we want in the videos and work with our community cable TV station, "New London Access." As an example outline for industry, the video could focus on the following: land ready to build, education, utilities, Fox Valley Technical College, talented work force, lack of "red tape," a can-do attitude, reliable electric service, excess sewer treatment capacity, and rail service. The Committee reviewed who would be our audience for this marketing effort. Areas discussed would be the E-See program at Fox Valley Tech, the SCORE program, the SBA Small Business Assistance Center and others. The media to use to market our brand would be the video resource that we have, internet options like Facebook, and YouTube, and we can also utilize our many local community groups. The Committee agreed to further refine our video marketing outline at the next Committee meeting.
4. The Committee reviewed Administrator Hager's activity report.
5. The next regular Committee meeting is scheduled for July 28th. Dave Thiel, Executive Director of the Waupaca County Economic Development Corporation will be attending the meeting to discuss the future of the Revolving Loan Fund program. Kent will also try and arrange for Amy Pietsch, Director of the Fox Valley Technical College E-Seed program to attend this meeting. At the August 25th meeting we hope to have our Outagamie County Board member, Ralph Thern, in attendance to discuss with him support for the Fox Cities Economic Development Partnership budget request.

6. The Chairman asked for public comment. It was noted that the downtown business owners are starting a discussion about parking problems. This matter will be considered further at the Public Works Committee. It was also noted that the Planning Commission will be considering the matter of the temporary placement of business signs in the road right-of-way.
7. O'Connell/Schirpke to adjourn. Carried unanimously. The meeting adjourned at 5:37 pm.

Kent Hager
City Administrator