

Economic Development Committee
Tuesday, January 29, 2019 – 4:30 p.m. - City Council Chambers

Members present: Morack, O'Connell, Zaug, Kopitzke, Faucher, Steinhorst, Bishop, and Hans Thompson. Asman, Travis Voight, and Emily Carothers, and Johnson excused.

Also present: Administrator Hager, and Alyse Rust (5:10).

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O'Connell/Zaug to adopt the agenda, approved. The November 27th minutes were approved as well.
2. Randy Stadtmueller from Stadtmueller & Associates was not available for the meeting. Randy was not able to get a status report submitted in time for the meeting. Kent reported that Randy expects to have his final written plan completed very soon. Randy plans on attending the March 26th Economic Development Committee meeting to present his report and update everyone on the status of the mix-use library project. Given that the contract with Stadtmueller & Associates and SEH Design/Build, Inc. expired on December 31, 2018, Randy is requesting that the contract termination date be extended to July 30, 2019. No additional funding is being requested as part of the contract extension. A motion was made by Zaug and seconded by Steinhorst to recommend to City Council approval of the contract extension. Motion passed unanimously.
3. Chairman Morack updated the Committee regarding the transportation discussions that are being held as a result of the Community Health Action Team (CHAT) meetings that have been initiated by ThedaCare. Transportation needs are many and diverse. Nearly 40 people participated in the last CHAT meeting representing people and businesses from all walks of life. An action team from the CHAT group will be following up with a community survey and grant requests to further refine our communities' transportation needs and seek possible resolutions to these problems.
4. Dave also reviewed the Fox Valley Technical College class titled "Starting Your Own Business" that was recently held here in New London at the Municipal Building. Thirteen people attended the class, four of which were from New London, the rest were from surrounding communities. The class is a preview leading up to the Fox Valley Technical College ESeed program. We were able to present those in attendance with a copy of the "New London Business Guide" and get our name in front of this target group. Dave also spoke about the veteran's small business roundtable event that he participated in. Over 25 veterans were present at the meeting that was reported to be a great success.
5. Kent reviewed his recent activities. Chairman Morack had previously asked that all Committee members consider goals for this year. Given time constraints, the Committee will discuss the 2019 goals at the next Committee meeting.
6. Alyse Rust, Project Director for the Wisconsin Women's Business Initiative (WWBIC) was present and gave a brief overview of what her organization's mission is. The

Business Initiative is a non-profit corporation that operates state-wide. They help targeted individuals who are interested in starting or expanding a business. They help with critical resources such as financing, business planning and financial education. They focus on individuals who typically face barriers in accessing financing. These groups are mostly women, veterans, and low-income individuals. About 30% of their clientele are men. Alyse distributed a program of classes that WWBIC will be conducting this year. An example of classes offered include the following: What can WWBIC do for you, Business start-up check list, Business planning for success, Marketing 101, and Importing & Exporting. The Committee thanked Alyse for her time.

7. The next Committee meeting will be held on Tuesday, February 26, 2019 at 4:30 pm. Bill Zeinert will be present to consider how we wish to precede with our digital marketing effort. Randy Stadtmueller will be present at the March 26th meeting to discuss his written plan for the downtown riverfront property.
8. There was no public comment.
9. Motion by Steinhorst and seconded by Faucher to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 5:45 pm.

Kent Hager, City Administrator