

New London Economic Development Committee Minutes

Tuesday, March 29th, 2022

Members present: Dorsey (via zoom), Bishop, Faucher (via zoom), Kopitzke, Wolf (entered at 5:30pm), Zaug, Hass

Excused: Lathrop, Thompson

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

1. The meeting was called to order by Vice Chair Zaug (as Dorsey was attending via zoom) at 5:16pm. Kopitzke/Bishop approved the agenda. Carried by all.
2. The January 25th, 2021 minutes were reviewed and approved by Hass/Kopitzke. Carried by all.
3. At the January meeting a question was raised during the discussion of the 2024 Downtown Street Reconstruction project and if the downtown river alley was going to be included in that construction (*no construction is currently planned for the river alley at this time*). Hoerth took that opportunity to collect some of the research that has been done on the alley and presented a dozen documents on past planning efforts for the river alley, the river wall and general water front plans. The committee members all agreed that the river is an asset the city should continue to develop. Hoerth pointed out while there is still plenty of things that can be done, not to forget the efforts and finances the city has put into beautifying and increasing access to the river including the shoreline restorations on the south side of the Wolf River at the Bernegger Riverwalk, numerous improvements and replacements of the river wall and the addition of the ADA accessible fishing and transient dock at St. John's Park. The committee will continue to think of ways to capitalize on the assets the Wolf River can provide.
4. Kopitzke and Hoerth provided an update on the \$10,000 Main Street Bounce back grant providing a list showing 10 New London businesses who received this grant but know of several others that have applied for and may receive it as well.
5. Hoerth provided a brief report and progress in the 2 existing TID districts the city created (TID 4 and TID 5) as well as information for a proposed TID #6.
6. Chamber Director's Business Report:
 - a. Business Updates:
 - i. 218 W. North Water Street has changed their name from Simply Repurposed to Bluebird Boutique.
 - ii. 106 W. North Water Street, MJ Treasures has closed and has been reopened as Tessy's Krafty Kreations

- iii. The boutique formally called Bom Bom at 1821 N Shawano Street has closed but reopened as a salon.
- iv. 200 W. North Water Street has been purchased and is being remodeled.
- v. The building known as Bucky's at 815 N Shawano Street has been purchased, the previous staff have moved on and it's not known what the future of the building will be.
- vi. The building at 320 S. Pearl Street (previously Wholistic Health Wellness Spa) has been resold and as of this time it appears a financial advisor will be taking over.
- vii. Several of the employees at Wholistic Health Wellness Spa will be moving into the building at 315 Waupaca Street.
- viii. There are two commercial listings in New London, 310 W. North Water Street and 1919 N Shawano Street.

7. City Administrator's Report:

- a. Hoerth reported that he and Dorsey will be attending a conference on April 7th and 8th talking about worker shortages in Wisconsin.
- b. On February 16th the Fox Cities Chamber held a webinar titled "Hidden Workers and the Post Covid Workforce". Hoerth provided a link for viewing a recording of it.
- c. Hoerth showed a picture of a new Mobile Career Lap the Job Center of Wisconsin is offering to individuals and businesses throughout the state.

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

9. Public Input: Jeff Handschke suggested getting drone footage of the river alley to assist in future planning efforts for the alley, consider relocating the power lines in the alley and find out what it would take to allow more food and beverages in the back of those businesses. He also asked if there was a way to add a deck off the back river wall to utilize it more.

10. The next committee meeting is scheduled for Tuesday, April 26th, 2022 at 5:15pm.

11. Faucher/Hass moved to adjourn at 6:03 pm. Carried by all.

Chad Hoerth
City Administrator