

New London Economic Development Committee Minutes

Tuesday, July 26th, 2022

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

Excused: Zacarias, Faucher

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