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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/83181676012?pwd=cVNEREpWY3dqaDRyb0JuQ3Y0eXVCdz09> You will be asked to download and install the zoom app on your computer or phone and provide your name and email address. **-OR-**

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You will be asked to enter in a meeting ID of: 831 8167 6012, then push #

You may be asked for a participate ID, do not put in a number, just hit #

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AGENDA

Economic Development Committee Tuesday, January 26th, 2021 – 4:30 PM New London City Council Chambers

Meeting Documents

***Please Note: This will be a Joint Economic Development Committee /
Common Council Meeting***

1. Call to Order
2. Adopt agenda
3. Approve the December 15th, 2020 minutes
4. Review and possibly act on developer proposals for Downtown Riverfront Development Site
5. Updates and reports
 - a. Business update – April
6. Review potential agenda items for future meetings
 - a. Discuss next step options for Claritas Marketing Information
 - b. Scott Bleck- District Administrator, New London School District
 - c. 2021 Economic Development Goals
 - d. Oliver Buechse – Advancing AI Wisconsin
7. Public comment
8. Review next meeting date
9. Adjournment

**David Morack, 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.

CITY OF NEW LONDON



Memorandum

TO: Economic Development Committee/City Council
FROM: Chad Hoerth, City Administrator
RE: January 26th, 2021 Committee Meeting
DATE: January 22nd, 2021

Review and possibly act on developer proposals for Downtown Riverfront Development site- As you know from the past few meetings we've been talking about development options for the Downtown Riverfront site. At the last meeting we had Randy Retzlaff and reps from S.C. Swiderski provide multifamily proposals for the site. If you need a refresher on that information you can watch last month's committee meeting on You Tube:

<https://www.youtube.com/watch?v=Mf0srb-ivZY&t=484s>

Click on the link or copy and paste it into a web browser. If the link doesn't work for you, go to: www.youtube.com/newlondonaccess click on the "Videos" library and search for the December 15th Committee meeting.

At the last meeting the committee asked that each developer provide answers for specific questions, included in your packet are the answers to those questions.

Again our next question will be.... "what's next"? As I stated before here's a few options:

- Choose a developer to continue working with
- Ask both Developers to continue to compete for final design plans and costs
- Decide that the proposals are not what you want to see and continue looking for other proposals/options
- Or something else??????

If you pick a developer to continue working with (at this meeting or at a future one), the city will need to sit down with the chosen developer and work on a developer's agreement. This would include developing the plans further, determine how and who will relocate utilities, and flush out the final funding requests from the developer. So again choosing a developer at this point in my mind would only be the beginning of creating a relationship to build off the details for a final proposal and developer's agreement.

If you have any specific questions before the meeting please let me know.

City Administrator Report

- Potential Development in the NE Industrial Business Park- I continue to work with the owners of Midwest Properties I, LLP on their plans for developing in the NE Industrial Park. We've created a draft developer's agreement and are working on an easement document for storm water utility facilities on the site. At this time the developer has not entered into a lease agreement with the potential tenant, so we're waiting for that lease agreement to happen before we take the official steps of proposing a developer's agreement to the council for review.

Minutes

Economic Development Committee

Tuesday, December 15th, 2020 – 4:30 pm – New London City Council Chambers & via Zoom

Members present: Chairman Morack, Bishop, Kopitzke, Dorsey, Asman, Faucher, Pinch (via Zoom), Wolf, Zaug, Thompson (via zoom).

Absent: Johnson, Lathrop

Others present: Mayor Herter, City Administrator Hoerth, Alderman Besaw, Tom O'Connell, Randy Retzloff, Ingrid Retzlaff, Jacqui Miller with SC Swiderski LLC (via Zoom), Madeline Check with SC Swiderski LLC (via Zoom), Kalan McHugh with SC Swiderski LLC (via Zoom), Josh Wolf

Voting members present: 13

1. The meeting was called to order by Chairman Morack at 4:30pm. O'Connell/Zaug to approve the agenda. Carried by all.
2. The November 17th, 2020 minutes were approved, motion by Asman/Faucher. Carried by all.
3. Two development firms provided presentations on conceptual designs for the downtown riverfront property. Randy Retzloff a developer who owns several apartment units currently in New London provided two site plan options including one with 7 buildings and one with 8 buildings. Each building would have 8 units in them (56-64 total apartment homes). Depending on when design, engineering and permitting can be completed, Retzloff stated he would be interested in starting construction in the spring of 2021 and it would take 1.5-2 years to complete his plan. Jacqui Miller, Business Development Manager with SC Swiderski led a presentation which included a site plan proposal with 8 buildings including a unit mix of 3 different building styles for the site. The proposal would include 44 total apartment homes. Planning would begin in 2021, with construction starting in 2022. The project would be completed in the fall of 2023. The Committee thanked both developers for their interest and creating proposals for the site. Administrator Hoerth will put together some additional questions for each developer to answer and come up with a matrix for the Committee to review at the next meeting.
4. Kopitzke presented the results of the first round of a Small Business Covid-19 Survey. 273 survey requests were sent out, at the time of the meeting 30 responses were received. Some of the take away points included:
 - a. 65% of respondents stated they are not at risk of any employee layoffs at this time, whereas 11 responded stating that they were at risk of laying off some employees due to the pandemic.
 - b. If business disruption continues , 1 business is at risk of closing in 1-2 months; 2 businesses within 3-5 months; 4 businesses in over 5 months; and 78% of respondents stated that closing is not a concern at this time.
 - c. The largest concern for most respondents moving forward was the risk of losing work and customer traffic to their business.
 - d. When asked what type of resources would be most helpful in the future, the most requested response was information on financial resources.

Kopitzke and Hoerth will work together to send out another request for those who did not fill out the survey to see if more responses can be captured.

5. For the past few years, the city has hired a consultant to manage video and digital marketing on social media promoting city services. Hoerth proposed allowing the current contract with the consultant to expire at the end of 2020 and managing those advertisement efforts with the talents of the city's new Video Producer, Casey Zempel. One benefit of organizing the advertisements in house is that the city can release a variety and more relative content on a quicker timeline.

Asman moved, seconded by Kopitzke to allow the current advertising contract with Bill Zeinert LLC to expire on 12/31/2020 with the intent to begin digital marketing efforts with in-house staff. Motion carried by all.

6. Kopitzke's business report included new downtown business front openings from the Democratic and Republican parties closing operations following the presidential election, the opening of a new alternative Church called Blue Gorilla Lounge at 309 N Water Street, and a new specialty boutique called Bom Bom at 1923 N Shawano Street.
7. Hoerth provided a progress report on the status of working with Midwest Properties I, LLP in their plans to develop in the NE Business Park.
8. Public Input- Josh Wolf provided his opinion on how to move forward with choosing a developer for the downtown riverfront site including going to some of their previous developments.
9. The next Committee meeting will be scheduled for January 26 at 4:30pm.
10. O'Connell /Bishop moved to adjourn at 5:56 pm. Carried by all.

Chad Hoerth
City Administrator

Question	Response: Randy Retzlaff	Response: S.C. Swiderski		
#1: Can you provide nearby locations that you have similar developments that we can look at and compare?	225,229,200,210,220,230, Austin Court, New London, WI, 54961 These are 7-8 units Apartments. They are 2 bedrooms units consisting of 1040 sq ft per upper unit and 1000 sq ft per lower unit. All units have attached 1 car garage, 1 bathroom, Master bedrooms have a large walk-in closet. Ceramic tile in kitchen, dining area, main walk way and bathrooms. They have refrigerators with ice makers, ranges with self-cleaning ovens, dishwashers, garbage disposals. They are blinds on all windows, ceiling fans in living room and master bedroom. Thru wall air conditions in living room. 50-gal hot water heaters in all units. All 2 nd floor apartments have cathedrals ceilings, all units have in floor radiant heat, which is the most comfortable heating system on the most market. Also, we have laundry hook ups in closet in the bathrooms	Timber Ridge Apartments 1318 Stone Ridge Rd Waupaca, WI 54981	Willow Estates 3500 Willow Drive Plover, WI 54467	Other locations throughout Wisconsin can be found on our website
#2: For 2 story apartments, do 3 bedroom apartments have a bedroom on first floor?	In the two-story apartments, 3-bedroom units would have a bedroom on the first floor, if that unit is on the first floor- the 3-bedroom units would have all rooms on the floor its on.	No. The two Bedford buildings have all bedrooms on the main floor. There are 8 two-bedrooms of this style and 4 three-bedrooms of this style for 12 total apartments with main level bedrooms.		
#3: Does your proposal have a community room for tenants to use? (a place to host private parties, play cards, etc.)	No, it does not have a community room; but we planning to have around the pond some picnic tables and maybe a fire pit to have some outdoor get together with tenants.	No. An outdoor recreation area and community garden is planned, but no communal indoor space.		
#4: Do your garages hold 1 or 2 cars? (is there a difference for the 2-bedroom vs 3-bedroom apartments?)	All the 1 and 2 bedrooms have a 1 car attached garage with extra parking behind the garage door and one on the side, and 2 car garages for the 3 bedrooms.	There are 12 three-bedroom apartments. They all have an attached two-car garage. There are 8 two-bedroom apartments have a two-car attached garage. The remaining 24 two-bedroom apartments have a one-car attached garage.		
#5: What is the total anticipated value of proposed development on that site?	With the 54 units I'm anticipating a cost of 5.5 million dollars.	\$5,000,000.		
#6: How many 1 bedroom, 2 bedroom and 3 bedroom units in total are you proposing?	Note: changed of units. 1-bedroom total of 2 units 2-bedrooms total of 46 units 3-bedrooms total of 6 units with 2 car garages will be uppers. and on the river side. On the two 7 units buildings, a total of 14 units (6 units of 3 bedrooms and 8 of 2 bedrooms.)	No one-bedrooms, 32 two-bedrooms, 12 three-bedrooms		
#7: In regards to any 1 story apartments, how many bedrooms will each apartment have?	My building will be 2 story	12 apartments are one-level on the main level: 8 two-bedrooms and 4 three-bedrooms. 8 apartments are one-story on the upper level of the Huntington buildings, and those are all two-bedroom.		
#8: Do any of the multi floor apartments have elevators?	There will be no elevators in any of the buildings. That's only a requirement for 3 story higher.	No.		
#9: Besides the garages, will there be any additional onsite storage for tenants to rent?	No, not unless we eliminate 1 building, which will take away from the tax base; storage units would take away from the beauty of what we're trying to accomplish between the two bridges. Storage units should be kept in commercial – industrial type settings	No.		
#10: What is your proposal for city assistance? Please factor in any thoughts for moving existing public utilities.	I would like to see the city pay for any sanitary and storm sewers and water lines running, south to north on Smith St and Wyman ST. I would pay for any lines running east to west on the property. I would pay the total cost of running sanitary, storm and water line up front with the city reimbursing me with tiff funds over a period of time. To cover the lines from south to North over a agreed period of time. If the city has access to any fill for the project, would have a interest in working something out there. Would like all lot markers to be in site.	Sale of land for \$1. City to move utilities to accommodate the site plan. City to provide a retaining wall along the Wolf River.		

#11: When is your anticipated start and end date for the entire development? What “will there be a need to phase in construction for the development”.	If we get the project and the weather continues the way it is right now, We will start the project immediately or one month after the ok, to take advantage of the nice weather. And if weather don't cooperate April.	Project start in spring 2022 and completion in fall 2023.
#12: What type of materials or processes do you use for sound proofing between apartments?	From 1st to 2cd floor, I use 1 ½ “light weight concrete. We also use a drop down for ceiling sheet rock isn't screwed directly to floor- ceiling beams. I also use a 6” wall where there are stairs to give us move sound insulation in high traffic area.	The walls between units are double framed with sheathing and installed with R11 insulation. There is also full blown insulation between the floor trusses to minimize sound transfer between floors of a building.
#13: Is there any considerations for your development in regards to the pedestrian Riverwalk?	My biggest concern there, is the traffic on wolf River avenue. It would be nice to put a stone wall about 5 feet high, along wolf River Avenue, but I was thinking more of a line of pine trees for a break between the road and property.	We install sidewalks to every unit entrance. Tenants also walk on the private roads throughout the development. There are no barriers from our site to the Riverwalk to encourage residents to utilize it. If the city would like a connection from our site to the Riverwalk, we can add that to the plans.
#14: Do your rental fees include any utilities? (if yes, please specify what utilities).	They will include the heat, water and sewer and garbage pickup.	Rent includes trash removal, snow removal, lawn care, heat, water, cable and high-speed internet.
#15: Regarding the roads in the development, are you proposing that they will be private roads or public roads?	I'm proposing to leave Wyman and Smith a city road, Smith will continue North to the start of the apartment complex private road.	Private roads installed and maintained at the developer's expense.
#16: What do you anticipate your rent rate range to be (indicate the difference between 1, 2 or 3 bedroom apartments)?	1 bedroom 1 bath 800 sq ft \$800 2 bedrooms 1 bath 1150 sq ft \$1000 3 bedrooms 2 bath 1300 sq ft \$1400	Two bedrooms: 6 floor plans ranging from \$1,000-\$1,400. Three bedrooms: 2 floor plans ranging from \$1,400-\$1,600. See #14 for rent inclusions.
#17: In one of the last proposals for the site, the developer (primary contact) fell ill before the concept could come to development and the proposal fell apart. If your company is chosen for this project and the main contact or the owner for your company cannot participate anymore, who would step to finish the development?	Everything I have built has been of number one quality. I don't chintz on building materials, cupboards are solid wood, I use a lot of ceramic tile on floors, I put in windows that tilt in for cleaning from the inside, I use fiberglass exterior doors for a higher R-value. The in-floor heating is the most comfortable system on the market. I use a lor of brick or stone on my exteriors. I mentioned if I have to have a retention pond, I would put in a 12-foot water falls by the west entry, seeable from the river. Which will give a beautiful view from the river. I can put in some attractive extras, because I don't have a large staff force to maintain. But I guaranty you, it will get done right.	S.C. Swiderski has a Development Team and Construction Team so all projects can proceed as planned without interruption if the primary contact is unavailable. All parts of the planning and construction processes follow a standard procedure and are documented to prevent any issues during personnel transitions.
#18: What other type of information would you like to provide to help us with our decision?	My wife would follow up on the project with the assistance of Terry Manley 9202093668 who helped build some of my Koltwood Apartments. Ingrid Has helped me with some other projects and she understands the importance of following up and getting things done on schedule. Terry Manley certainly knows all the trades having been a builder for many years.	Here are several key points about S.C. Swiderski that we feel you should consider with our proposal: <ul style="list-style-type: none"> • Company has a 28-year history in multi-family construction projects and has successfully completed 100% of projects. • S.C. Swiderski has comprehensive screening criteria listed on our website that is applied to all applicants. • All tenants agree to live by the stated rules and regulations on our website. Experienced, full time property managers monitor sites for compliance. • S.C. Swiderski's Development Team does extensive research on the appropriate building types and combination of buildings. We offer a variety of floor plans to specifically meet the needs of the community. • The maintenance team does regular maintenance and upkeep such as annual dryer vent cleaning and power washing of buildings. • Property management team checks over 60 items before a new tenant moves in. • 24-hour emergency maintenance is available by our own technicians with in-depth knowledge of our buildings and components. • We reach out to local companies to participate in a bid process for construction of the site. • Local lenders are provided a lender information packet to help evaluate their interest in

		<p>financing the project.</p> <ul style="list-style-type: none">• An experienced SCS construction superintendent is on-site monitoring construction and inspections.• Buildings are designed by SCS staff with extensive feedback taken from thousands of tenants over the years.• Full landscaping plans are submitted for city review and approval.• Financing approval provided for full construction project upfront to ensure that entire site is built as proposed. Owner provides equity contribution for project with no outside investors needed.• Comprehensive marketing plan and dedicated lease up manager to ensure the property is advertised across all channels and leased up quickly.• Ongoing marketing plan to keep the property occupied with tenants that meet screening criteria.
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