

Meeting Minutes
Economic Development Committee
Tuesday – May 31, 2011 - 4:30 p.m. - City Council Chambers

Members present: Morack, O’Connell, Steinhorst, Schirpke, and Romberg. Excused: Tate.
Absent: Dyreson.

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

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Romberg to adopt the agenda. Carried 5-0.

2. John Mathison from the newly formed business Flavor 8 Bottling Company located here in New London, addressed the Committee. Flavor 8 will be bringing out a soda water product similar to the old “Ting” brand. Mr. Mathison answered questions on how he and his partner got the idea and started the business. He talked about the fact that it took them two years of research to develop their business plan. He noted that they looked at a number of possible locations for their business, but were able to find an existing building to meet their needs here in the City and that the water quality in New London was exceptional for the production of their product. They utilized an outside consulting firm to help them develop their business plan and also utilized an attorney to help them form their organization. They originally made contact with CAP Services who in turn referred them to the City of New London and the Waupaca County Economic Development Corporation for additional assistance. They were able to swiftly obtain all their licenses and permits from both the State and the City. They developed a network of contacts in the bottling industry. These contacts assisted them greatly in establishing their plan and helped them obtain the older equipment necessary to make and bottle their soda products. They really will not follow a traditional marketing campaign. Their marketing will be thru an established set of retail vendors and by “word of mouth.” They will do their own delivery utilizing their own vehicles and they will do their own accounting. It was noted that a young entrepreneur can have a very difficult time getting started as you need assets or someone backing you that has significant assets behind them. If you have a good business idea, money can be found to implement it. Mr. Mathison was congratulated by the Committee in getting their new business started here in New London. We all look forward to their future success and we particularly look forward to having a local soda pop to drink!

3. The Committee reviewed what we expect to have as a final video clip to promote the North East New London Business Center. We expect it to be very brief at about 75 seconds in length. There will be an introduction, information on infrastructure available, transportation modes that are there, and an emphasis on the fact that the City is here to help prospective new businesses and existing businesses. Committee member Ron Steinhorst will work with Dick Johnson and the other Committee members to develop the script for the video. We hope to have a first draft available in a couple months.

4. The Committee reviewed the 22 entries received from the New London High School for the contest the Committee set up with School Superintendent, Bill Fitzpatrick to have the students design the new faces on the existing City Highway 45 Billboard. The Committee started by thanking all the students for participating. The Committee selected one design to promote tourism and one to promote the New London North East Business Center. As luck would have it, one group of three students won both the tourism and the economic development themes. The students are Chad Bartman, Aleesha Amador and Kimberly Krenke. City Council will present each of the students with a check in the amount of \$200 as winners of the contest. It was noted that the Committee will be working with their designs as a base for the new billboard layout. In all likelihood, their designs will change somewhat when the final product is put in place. Thanks to Bill Fitzpatrick and our high school students for sharing their creativity with us.
5. Kent reviewed his monthly update memo with the Committee and answered several questions.
6. The Committee reviewed the Business Guide document that had several changes suggested by Laurie Shaw from the Chamber of Commerce. The Committee will review the document as well and supply Kent with any additional amendments to the document.
7. The Committee reviewed that the Fox Cities Chamber of Commerce is considering the development of a strategic plan for economic development and that we will want to stay informed regarding this undertaking.
8. The meeting next month will be Tuesday, June 28th at 4:30.
9. A motion was made to adjourn by O'Connell and seconded by Romberg. The motion passed unanimously. The meeting adjourned at 6:15 pm.

Kent Hager
City Administrator