



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE Wednesday, September 22, 2010 CITY HALL – COMMITTEE ROOM#1

PRESENT: Mr. Druml, Mr. Kronquist, Ms. Kuhn, Mr. Simi (by speakerphone), Ms. Walsh,
Ald. Wilson – 6

ALSO PRESENT: Mayor J. Didier; Ald. L. Nikceovich; J. Archambo, City Administrator; A. Kesner, City
Atty.; P. Enders, Econ. Devel. Dir.; N. Welch, Comm. Devel. Dir., Admin. Intern

Mr. Kronquist as Chair called the meeting to order at 8:04 a.m.

Moved by Ms. Kuhn, seconded by Ald. Wilson to approve
the minutes from the last meeting with one change. Changing the
president to chancellor on the first page – 6

Report of the Chair

Mr. Simi reported that the results of the TIF went very well. Ald. Nikceovich and Mr. Bob Gintoft, Wauwatosa Economic Development Corporation (WEDC) wrote supportive letters regarding a proposed high speed railway station. Mr. Simi commented that he has started thinking about measurements for the goals of the EDAC sub-committees.

Report of the Economic Development Director

Ms. Enders reported that she has met over 45 people either individually or through meet and greets sponsored by the Chamber of Commerce. She has received quotes from five different marketing companies and will be selecting one of them to do marketing for the city. She is working on a database of commercial property and related statistics. She has toured Miller Brands. She is focusing on marketing and meeting with owners of the larger properties and down the line.

UWM Innovation Park tax incremental financing request update

Ms. Welch noted that the Common Council passed the creation of the TIF. This puts UWM in the position of purchasing the property. She obtained a \$5.4 million grant for the construction of the accelerator building which will generate a lot of momentum including increased donations from alumni.

Sub-committee reports

Structure Sub-committee

Mr. Kronquist noted that other communities have what is called a City Development Team consisting of the Mayor, City Administrator, Finance Director, Economic Development Director, Community Development Director, City Engineer, Director of Public Works. He thought it would be helpful to have an informal team pulled together for the purpose of reviewing proposals and engaging all relevant city departments quickly. He also proposed that the city should consider creating a Community Development Authority to replace the Redevelopment Authority. This would have a broader purpose and more authority than the Redevelopment Authority. This group would be able to comment on TIFs, and zoning and planning issues. He asked if it should be advisory or have final decision making authority.

Mr. Kesner reported that he has been working on a similar group. He hasn't decided whether it should be advisory or have authority. They have gotten the paperwork together and are prepared to move forward on that. He also advised that the City Attorney should be a part of the group in order to address legal issues.

Process Sub-committee

Ms. Kuhn-Dierske reported that they are looking at ideas and will then move forward with the process.

Ms. Welch asked about a spokesperson or point person for the group.

Mr. Simi advised starting with that and then moving backwards. There needs to be a single point of contact. Ms. Walsh concurred saying that it doesn't have to be the same person every time depending on the issue being focused on.

Incentive Sub-committee

Ms. Walsh noted that they have been looking at how to assemble information, create priorities within existing incentives and identify what information is at hand. They are also looking at whether some tools are more effective than others as well as looking at incentives that increase demand. They haven't addressed an approvals process.

Mr. Kronquist commented that this approach would get people ahead of the communications. Mr. Druml encouraged internally understanding the process and having it ready for when the next project comes along.

Next meeting date and time

The next meeting will be held on October 27, 2010 at 8:00 a.m.

Moved by Ms. Walsh, seconded by Mr. Druml to adjourn
the meeting – 6

The meeting adjourned at 8:44 a.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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