



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE Wednesday, June 15, 2011 CITY HALL – COMMITTEE ROOM #1

PRESENT: Mr. Druml, Mr. Kronquist, Ms. Kuhn, Mr. Simi, Ms. Walsh – 5

EXCUSED: Ald. Wilson

ALSO PRESENT: Ald. D. Birschel; J. Archambo, City Admin.; A. Kesner, City Atty.; P. Enders, Econ. Devel. Dir.

Mr. Simi as Chair called the meeting to order at 8:07 a.m.

Moved by Mr. Kronquist, seconded by Ms. Kuhn to approve
the minutes from the last meeting – 5

Economic Development Gathering and Presentation, June 1, 2011

Ms. Enders reported that the Economic Development Gathering and Presentation event was well attended. Mayor Didier followed-up with a thank you letter that went to all the attendees. Mr. Simi thanked all who contributed. He added that they have gotten a number of kudos for the success of the event.

EDAC Plan of Action & Milestone Matrix

Mr. Simi noted that on Tuesday, June 21st, the Committee of the Whole will meet to discuss two items. The first item will be an update on the Economic Development Advisory Committee (EDAC) and the second item will be presented by the Finance Director regarding the five-year forecast. Mr. Simi commented that the forecast will take a look at where the City is headed financially. He was hoping the conversation will turn to what the EDAC can do for the city.

Mr. Archambo noted that the timing was very good for giving this presentation. He stressed that 40% of the rating agencies' criteria is tied to economic development. Wauwatosa ranks in the median level for economic development which is low for a community with a Aaa bond rating. He noted however that east and west coast per capita income is substantially higher than the Midwest – a factor that plays into the ranking. He added that Wauwatosa is \$2.5 billion behind the overall assessed value in Aaa rated communities. He asked rhetorically if the city would be in trouble if a large tax payer leaves, noting that Mayfair Mall is 5% of the city's tax base. The city also has major employers that are exempt from taxes, but provide a large number of jobs.

Ms. Kuhn asked if property owners are demanding a lower assessed value. Mr. Kesner responded that the assessed value in Wauwatosa is 2006 and a fair market value factor is applied. Mr. Archambo added that the city will be doing a revaluation in 2013 and then every year after that.

Mr. Simi wanted to focus on the bigger picture conversation of, "How is the success of the committee's efforts measured?" The answer is in looking at where the committee is going and what we have done. According to the Plan of Action, Mr. Simi noted the following:

- A) establishment of a Community Development Authority is accomplished,
- B) there will be a continuing consideration of the organizational chart until October at which time they will consider a recommendation to Council on the final chart,
- C) the EDAC will conduct a comprehensive review of the existing process,

- D) the EDAC will identify areas for process improvement
- E) the EDAC will educate potentially affected committees and Council, including providing a quarterly report to the committee, and twice a year for the Committee of the Whole (CoW),
- F) the EDAC will identify relevant state statutes and municipal ordinances enabling and dictating specific committees and/or processes

Mr. Simi noted that the EDAC will be addressing the Plan of Action from June to October 2011.

Ms. Walsh added that a lot of the information is on the web site. She asked if those looking for information were being directed appropriately. The Committee discussed the importance of one point of contact.

A discussion continued regarding objectives set for the incentive committee taking the following steps:

- 1) align opportunities/incentives specific to each area/project that can be pre-approved with these recommendations and considered by the Council
- 2) establish the best means of succinctly communicating opportunities to prospective users with these communication materials and review them for implementation

The committee reviewed a PowerPoint presentation which will be presented to the CoW that outlined where the committee was in the process of establishing communication guidelines and incentives. Mr. Simi recommended that the CoW be ½ hour in length. That would give them enough time give their presentation.

Moved by Mr. Kronquist, seconded by Ms. Walsh to adjourn the meeting – 5

The meeting adjourned at 9:23 a.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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