



CITY OF WAUWATOSA
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COMMITTEE OF THE WHOLE
Tuesday, November 15, 2011 – 6:35 p.m.

PRESENT: Alds. Jay, McBride, Meaux, Nikceвич, Organ, Pantuso, Roznowski, Walsh, Wilke, Wilson, Berdan, Birschel, Causier, Donegan -14

ABSENT: Alds. Ewerdt and Hanson

ALSO PRESENT: Ms. Enders, Economic Development Director/Interim Community Development Director; Mr. Simi, Economic Development Advisory Committee (EDAC)

Ald. Meaux in the Chair

Semi-Annual Update, Economic Development Advisory Committee. Mr. Simi and Ms. Enders collaborated to give a brief overview of EDAC's 2011 activities and its plans for 2012. It was noted that many of the tasks completed were recommended in the 2009 Horton URS study regarding economic development.

Ms. Enders stated that the Community Development Authority (CDA) was recently established by the Common Council; appointments have been made and the first organizational meeting will be held soon to begin the process of developing by-laws.

The Innovation Park Plan was launched earlier in 2011 where 11-12 redevelopment areas throughout the city were identified. Available incentives have likewise been identified. The next step will be appropriately pairing incentives to redevelopment areas to encourage interest and activity in each area.

An in-house development team has been created. Baseline indicators have been established to annually track the economy and demographics of the city. Performance measures have been identified to measure economic development success. EDAC remains focused on improving structure, process, and incentives ('SPI') to include a "one-stop shopping" customer-oriented system.

Mr. Simi observed that Wauwatosa is a significant inner-ring suburb. Dividing redevelopable areas into 11-12 sites breaks a formidable project into manageable parts. The CDA will become a 'deal-making' entity in this redevelopment process and will hopefully make the final approval process easier for the Council by presenting good, thoughtful, and comprehensive proposals.

In the next 6-12 months EDAC will continue to work with the Common Council, staff, and community stakeholders to put together a compelling vision for the city. It is critical to identify and market to potential developers the value-added components that Wauwatosa offers. The city's

reputation among developers at present is that it is 'OK' to work with – not exceptionally easy, but not overwhelmingly difficult.

Mr. Simi acknowledged the city's budgetary deficit in the coming years and opined that it is up to the CDA and EDAC to help close that gap by expanding the tax base and by creating jobs. The intent is not to mindlessly seek mediocre development for the sake of development, but to approach this challenge with a mindset towards high quality development.

Ms. Enders stated that the value of existing and new projects may reach \$100-150 million dollars. Five small business grants totaling about \$262,000 were recently approved through WEDC (Wauwatosa Economic Development Corporation), and CDBG (Community Development Block Grant) funds for next year have been approved for \$400,000.

Several Committee members thanked the EDAC members for their efforts to date, and expressed appreciation for EDAC's willingness to continue to serve in an advisory capacity. It was noted that the Common Council needs to have substantial input in the development of the city's 'compelling vision' to assure it meshes with the views of the Council.

In response to a query, Ms. Enders confirmed that the Redevelopment Authority and Housing Authority have been dissolved as the CDA has been assigned the responsibilities of those committees. She also responded affirmatively when asked whether the recently completed plans for east North Avenue and the Village will be incorporated within the city's vision.

The meeting adjourned at 7:02 p.m.

Carla A. Ledesma, City Clerk

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