



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE Wednesday, November 23, 2011 CITY HALL – COMMITTEE ROOM #1

PRESENT: Mr. Druml, Ms. Kuhn, Mr. Simi, Ald. Wilson – 4

EXCUSED: Mr. Kronquist and Ms. Walsh

ALSO PRESENT: J. Archambo, City Administrator; A. Kesner, City Attorney; P. Enders, Economic Development Director; Kathy Ehley, Village BID Executive Director

Mr. Simi as Chair called the meeting to order at 8:08 a.m.

Moved by Ms. Kuhn, seconded by Ald. Wilson to approve the minutes of the last meeting – 4

Review “EDAC Plan of Action & Milestone Matrix”

Mr. Simi updated the Committee on the Committee of the Whole presentation/update.

Ms. Enders presented the EDAC accomplishments to the Committee of the Whole. They included:

- Creating a Community Development Authority (CDA)
- Identifying 11 Redevelopment Areas (Through the Innovation Parkway Plan)
- Identifying Incentives
- Establishing a City Development Team
- Establishing Baseline Indicators and Performance Measures

Atty. Kesner stated the CDA now has members and will need to take care of housekeeping matters (by-laws, elections, etc.) at their first meeting.

Mr. Simi discussed his presentation regarding the creation of a compelling vision to create demand in Wauwatosa.

Ald. Wilson mentioned making sure the Common Council is involved in creating the compelling vision. He also stated the Common Council appeared to be pleased with the presentation and the information provided.

Ms. Enders distributed the organizational chart she presented to administration based on department employee input. She mentioned it was slightly different (titles only) that what had been presented to the Employee Relations Committee.

Atty. Kesner stated the Common Council approves/creates positions. By creating the positions, the organization chart is essentially approved.

Moved by Ms. Kuhn, seconded by Mr. Druml to endorse the organizational concept as presented - 4

The development process was discussed. Ms. Kuhn recommended a decision making flowchart that outlines “Step 1 – Walking in the Door” continuing on through the various City committees. What drives Plan

Commission action, Design Review Board, etc. City staff will create a flowchart that outlines the current development process from start to finish with recommendations for clarification, improvement, etc.

Discussion and possible recommendation regarding WEDC and WRLFC

Mr. Simi stated he would like to meet with the Chairs of both groups before a discussion and possible recommendation is made by the EDAC.

It was the consensus of the committee that the next meeting be held January 25, 2012.

Moved by Ms. Kuhn, seconded by Ald. Wilson to adjourn the meeting – 4

The meeting adjourned at 9:01 a.m.

Paulette Enders
Economic Development Director