



CITY OF WAUWATOSA

7725 WEST NORTH AVENUE
WAUWATOSA, WI 53213
Telephone: (414) 479-8917
Fax: (414) 479-8989
www.wauwatosa.net

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE Wednesday, January 25, 2012 CITY HALL – COMMITTEE ROOM#1

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

EXCUSED: Ald. Wilson

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

Mr. Simi as Chair called the meeting to order at 8:06 a.m.

Moved by Mr. Druml, seconded by Ms. Kuhn to approve
the minutes from the last meeting with no changes – 5

Review and discuss five-year municipal finances and how that impacts economic development goals

Mr. Simi distributed “Impact of Economic Development on Structural Deficit” to the Committee members outlining \$1.25M annual gap. If gap is not eliminated each year, it becomes a structural deficit. There are essentially three methods of eliminating the deficit: a) increase tax base (outside of tax incremental finance districts); b) reduce expenses; c) increase taxes (least palatable.)

Review and discuss economic development goals and strategic direction

Elimination of the gap cannot be accomplished completely through economic development. However, it must be aggressively pursued.

Mr. Archambo stated there is roughly \$250M projects in the works. He stated we won’t get all of them, but if could land one-half the City would be in good shape.

Mr. Archambo also mentioned tax increment financing will help us in the long-term, but not the short-term. Mr. Simi stated it is in a developer’s best interest to maximize TIF. Ms. Enders stated a TIF application has been created and she will email to Committee members before the next meeting.

A \$60M tax base increase goal was discussed.

Ms. Walsh asked if the “Five-Year Forecast Impact” take into account TIF#2 coming online. Mr. Archambo stated it did not. If it does, it could mean eliminating ½ of \$1.25M annual deficit.

Review and update EDAC work plan matrix

Mr. Archambo and Ms. Enders discussed the proposed organizational chart and span of control.

Mr. Simi stated the Committee is getting close to nailing down the structure portion of the work plan, with staff defining existing process and submitting to Committee.

Attorney Kesner stated that like the WEDC and the WRLFC, the CDA can accept donations, but that role has not been active in those corporations.

Attorney Kesner mentioned the WRLFC has had their own internal struggles and stated it is hard seeing them rolling into the CDA, but the EDAC should look at how their activities fit into the big picture.

Ms. Enders stated that having three separate organizations is not user-friendly. She mentioned it had nothing to do with the members, their roles, level of expertise, etc., only the fact that customers are confused by three separate entities when discussing financial assistance.

Mr. Kronquist recalled discussing the sunset of the WEDC one year ago.

Attorney Kesner stated the Corporation would have to vote on their own existence.

The Committee discussed the structure of the WEDC. Their only funding source is Community Development Block Grants from the City's annual entitlement.

Mr. Kronquist moved, Ms. Kuhn seconded to take all appropriate and necessary action to eliminate the WEDC as soon as possible – 5

The Committee asked Ms. Enders to discuss the WRLFC's role in the economic development process.

A discussion was held regarding the defined opportunity areas. Mr. Simi asked both Ms. Walsh and Mr. Druml to estimate at the low end and high end on development.

Review and discuss draft time line for establishing vision and creating demand for City of Wauwatosa

Mr. Simi proposed bringing the following groups together to create a vision for economic development in Wauwatosa:

<u>Opportunities & Incentives</u>	<u>Vision</u>	<u>Process</u>
Ms. Walsh	Mr. Simi	Ms. Kuhn
Mr. Druml	Ald. McBride	Ms. Enders
Ms. Kuhn	Ald. Walsh	
Mr. Kronquist		

Ms. Kuhn proposed not creating a "Process" sub-committee as suggested by Mr. Simi. Ms. Kuhn recommended waiting until Ms. Enders presents the existing development process to the Committee for further discussion. Ms. Enders stated she would work with staff to outline the development process.

Mr. Simi discussed creating a compelling vision to create demand involving other entities such as: MRMC, School District, UWM, Milwaukee County, State of Wisconsin, Federal government, M7, etc.

Ms. Walsh recommended outlining how this vision will help a developer. She also stated that having entities physically "sign-on" would give the vision more credibility. Additionally, Ms. Walsh mentioned the sign-on could be presented to prospective businesses and those businesses could talk to those that signed on about the compelling vision.

Ms. Kuhn mentioned she would approach Bill Drew of the Research Park with a request to discuss the compelling vision concept.

Mr. Druml discussed creating a presentation that would highlight projects, accomplishments, as well as include leaders and testimonials.

Mr. Druml also mentioned incentives and marketing and the need to have something in front of developers, etc. to get the message out.

A late summer or early fall event was discussed. Mr. Druml stated the EDAC needed to act big and think big.

Mr. Simi discussed hiring a public relations firm to manage the process, a calendar with meeting and presentation dates, an honorary chair, and the estimates costs.

Next meeting date

The next meeting date was identified as February 22, 2012, at 8:00 a.m.

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

The meeting adjourned at 9:07 a.m.

Paulette Enders
Economic Development Director
City of Wauwatosa