



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE Wednesday, March 28, 2012 CITY HALL – COMMITTEE ROOM#1

PRESENT: Mr. Druml, Mr. Kronquist, Mr. Simi, Ald. Wilson – 4

EXCUSED: Ms. Kuhn, Ms. Walsh

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

Mr. Simi as Chair called the meeting to order at 8:02 a.m.

Update from Chairman

Mr. Simi presented a draft video fly-over/PowerPoint presentation of one of the Wauwatosa opportunity areas that includes Milwaukee County Research Park, Milwaukee Regional Medical Center, UWM Innovation Campus, and the NW Quadrant. Mr. Simi stated the presentation was an example of how Wauwatosa could be marketed in a visual manner to showcase available properties and the potential for development.

Mr. Simi discussed the Milwaukee Water Council as an example of an organization promoting a cluster in Milwaukee – similar to the life and health sciences cluster in Wauwatosa. Mr. Archambo mentioned it would be easier to relate to what the Water Council is doing to promote a cluster when discussing creating a vision, etc. to create demand.

Ald. Wilson stated that to legitimize the process you need to have things done. First piece is to show where we were and where we are now.

Mr. Simi asked if the group should be organized through M7 or the City when it is up and running.

Ald. Wilson stated he did not argue the logic, but we also have to plan to invest in economic development. He also discussed being watchful of staff time and limited resources. The idea grew up in EDAC, but somewhere a plan of action should show divorcing it from the City.

Mr. Simi stated the group will create demand for region.

Mr. Kronquist voiced his concern that we would lose competitiveness if given to M7.

Mr. Simi stressed Wauwatosa is the life sciences hub unlike any other community in the M7 region.

Update from Economic Development Director and Review and Update EDAC Work Plan Matrix

Ms. Enders presented various documents compiled as a part of the tasks outlined in the EDAC work plan matrix, including a process flowchart and spreadsheet with detailed information pertaining to individuals parcels within each of the defined opportunity areas.

Ms. Enders discussed an email from Ms. Walsh with work accomplished and next steps outlined related to the incentive task on the EDAC Work Plan Matrix.

Accomplished:

- Locations have been identified for value creation in Wauwatosa
- Established a graphic mapping of those areas
- Established a benchmark of current assessed values for each of the areas

Next Steps:

- Website identifying the opportunity areas and linked to Xceligent
- Create means of connecting the area map to existing opportunities. The thought is to click on map and receive a brief description of opportunity and City's eagerness to assist in assemblage, provide history, etc.
- Specifically identify the existing sites available within the target areas
- Formalize types of incentives available

Mr. Simi recommended taking the "bubbles" and breaking into teams to promote. Mr. Druml stated there are some classic assemblage areas and it would be nice to motivate property owners to work together.

Mr. Kronquist stated the City needs to be prepared to bring money to the table. Mr. Druml thought owners would be motivated by the fact they will sell. Mr. Kronquist stated the Committee can't create the market, but we need to tee up to show what is available.

Ms. Enders discussed the process flowchart and various departments involved in the development process.

Ald. Wilson asked that all departments link back to final action.

Ald. Wilson suggested it is a good time to recommend the elimination of redundant committees and streamline the development process due to a new Mayor and Council taking office in April.

Mr. Simi stated we've done the hard stuff, now we need to get the Council on board with the concept.

Ald. Wilson asked Ms. Enders to present a memo to the Committee at the April meeting outlining how the Council could improve the process.

Next meeting date

The next meeting date was identified as April 25, 2012, at 8:00 a.m.

Moved by Ald. Wilson, seconded by Mr. Kronquist to adjourn the meeting - 4

The meeting adjourned at 9:28 a.m.

Paulette Enders
Economic Development Director
City of Wauwatosa