



## 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 23, 2013, 8:00 a.m.

COMMITTEE ROOM #1

PRESENT: Mr. Druml, Ms. Kuhn, Mr. Simi, Ms. Walsh, Ald. Wilson

EXCUSED: Mr. Kronquist

ALSO PRESENT: Mayor K. Ehley; J. Archambo, Administrator; A. Kesner, City Attorney; P. Enders, Development Director; M. Schreiber, Business Services Specialist

Mr. Simi as Chair called the meeting to order at 8:05 a.m.

#### **Approval of Minutes**

Motion by Ald. Wilson, seconded by Mr. Druml to approve the minutes of the October 24, 2012 meeting - Approved 5-0

#### **Feedback from the 1-16-2013 meeting of Wauwatosa Economic Development Entities**

Mayor Ehley provided an overview on the importance of bringing the CDA, EDAC, WRLFC, WEDC, CDC, and Wauwatosa Plan Commission together for a meeting. The goal of the meeting was to understand each organization's role in economic development in Wauwatosa and to continually make the development process more efficient. Mayor Ehley would like this group to meet at least once per year.

Ms. Kuhn requested that Ms. Enders, at the EDAC's next meeting, provide a detailed project and show how the project moves through the approval process.

Mr. Simi stated that the city should consider implementing metrics to evaluate process improvements. He also stated each organization should clarify their roles and responsibilities and how they interrelate with other organizations and the City of Wauwatosa at the next meeting.

Ms. Kuhn said it would be beneficial to have each volunteer mention their professional background/experience and how that relates to the organization which they serve on at the next group meeting of the various development entities.

Mr. Druml discussed the importance of making the development process trustworthy so the Common Council can trust the results that are coming from these organizations. The members of EDAC agreed that they want a process that is both community friendly and developer friendly.

#### **NAIOP Presentation**

Mayor Ehley asked the committee for input regarding economic development talking points for the upcoming National Association of Industrial and Office Properties (NAIOP) event presentation in February.

Ms. Walsh identified the June 2011 Economic Development Gathering at Hoyt Pool as a good presentation and to revise the presentation for the audience.

Mr. Simi recommended incorporating the redevelopment areas of that presentation, available properties for development, the fact that Wauwatosa is continuously improving its regulatory environment, and understands a developer's pro forma needs. He also mentioned that the presentation should highlight the medical complex which has an enormous impact on the city. The other EDAC members agreed.

Mayor Ehley added the city is working towards developing a marketing committee which would aide in creating these presentations and other City of Wauwatosa marketing efforts.

Ms. Walsh left the meeting.

The NAIOP meeting is on February 28<sup>th</sup>.

**Next Meeting**

The date for the next meeting is Wednesday February 27<sup>th</sup> at 8:00 a.m.

**Adjourn**

The meeting adjourned at 9:12 a.m.

Matt Schreiber  
Business Services Specialist  
City of Wauwatosa