



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Wednesday, June 26, 2013, 7:00 a.m.

COMMITTEE ROOM #1

PRESENT: Mr. Druml, Mr. Simi, Ald. Wilson

EXCUSED: Ms. Kuhn, Mr. Kronquist

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

Mr. Simi as Chair called the meeting to order at 7:00 a.m.

Approval of Minutes

Motion by Ald. Wilson, seconded by Mr. Druml to approve the minutes of the January 23, 2013 meeting
- Approved 3-0

Review and Discussion Regarding Staff's Recommendation for Economic Development Structure

Ms. Enders gave an overview of a draft memorandum to the Common Council. The document was prepared based on input from the EDAC.

A discussion was held regarding the various roles and responsibilities of all committees dealing with some facet of economic development.

Ald. Wilson suggested submitting the memorandum to the Common Council as an update on the activities of the EDAC.

Attorney Kesner clarified the committee process and the requirement that items pass through a standing committee before the Common Council takes action.

Ald. Roznowski discussed the current strategic planning process and the possibility of the process helping identify a better structure for committees.

Mr. Simi noted the more user-friendly we become – the more attractive we will be to developers.

Ald. Wilson stated there is a mindset that Wauwatosa is great and things will happen no matter what the structure, process, etc.

Mr. Archambo discussed Wauwatosa's main competitors and the fact that development is a competitive game. County and vocational school taxes make it hard to compete with Waukesha County.

Motion by Mr. Druml, seconded by Mr. Simi to forward the amended memorandum to the Common Council for discussion at an upcoming Committee on Community Development – Approved 3-0

Discussion and Possible Action Regarding Incentive Programs

Ms. Enders discussed draft façade, signage, and code compliance forgivable loans. The loans are forgiven over a five-year period as long as the property owner/business owner remains at their current Wauwatosa location.

Mr. Simi asked who would approve the loans. Ms. Enders recommended the Community Development Authority.

The Committee discussed and agreed upon a requirement that business owners personally guarantee as a form of collateral.

Moved by Mr. Druml, seconded by Mr. Simi to approve the façade, signage, and code compliance forgivable loans as presented – Approved 3-0

Next Meeting

July 17, 2013 at 7:30 a.m.

Adjourn

The meeting adjourned at 8:30 a.m.

Paulette Enders
Development Director
City of Wauwatosa