



## 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

Friday, October 9, 2009

Medical College of Wisconsin Board Room

PRESENT: Ald. Dennik, Mr. Kronquist, Ms. Kuhn-Dirske, Mr Richards, Mr. Simi – 5

EXCUSED: Ms. Walsh, Mr. Bartolotta

ALSO PRESENT: Ald. Nikcevich; J. Archambo, City Admin.; B. Aldana, Asst. City Atty./Human Res.; N. Welch, Comm. Devel. Dir.

Ald. Dennik as Chair called the meeting to order at 12:07 p.m.

#### **Process and Expectations of Group**

Ald. Dennik suggested that the group discuss items one and two together. He noted that at the Budget Committee meeting, the EDAC manager's position salary was listed at the \$70,000 to \$130,000 range as a placeholder in the budget. He observed that the committee had done due diligence and roughly crafted how they envision this position. In reviewing and creating a job description for the position, the committee has an opportunity to complement everything they have done in the city already.

Ms. Kuhn-Dirske asked about going through the process and expectations. Mr. Archambo wanted to make sure that all committee members were comfortable with the process they are using and that they are on the right footing.

Ms. Kuhn-Dirske asked if the committee was going to review the job description document. Mr. Archambo commented that they were hoping to address the concerns of the Budget Committee regarding the transition at this meeting and where the committee wants to go with the transition. The description does not have to be reviewed word for word. The Human Resources department will address the fine details.

Ald. Dennik noted that there were a lot of really good things in the URS report and the committee can pull out the pieces that pertain to the issue. He thought there should be a real thoughtful and considerate view of how this position should operate in the future. The tentative timetable is to get this person on board between January and March of next year. He asked if the committee was interested in doing a national search or regional search. He noted that the more the borders are broadened, the longer it will take to find someone. He would like to see this position start in the first quarter of next year.

Ms. Aldana distributed a copy of the ordinance creating the EDAC manager position.

Ald. Dennik noted that since the dollars are there as well as a rough position description, the committee can start to work on clarifying the document. The committee went on to discuss a couple of different examples of where economic development in the region is really stable. They noted that West Allis and Wauwatosa are the two most important ring communities. West Allis was a World War II town that recreated itself. Wauwatosa has the largest regional shopping center. Wauwatosa also has Harley

Davidson and GE as well as other corporate headquarters. There are all types of programs and stimulus dollars. It will take the right person to weave this whole project together. It will take a person that has the experience of turning around vacant industrial properties, and someone who will spearhead getting people in the door to do something. It was noted that Wauwatosa also has one of the busiest intersections in the state.

Mr. Richards commented that there needs to be someone that can ask locations that are prime real estate for economic growth if they are willing to broker a deal. Ald. Dennik stressed that everything can't be big boxes, it's all about jobs and the long term ripple effect the committee is trying to shape using the policy for the next 50 years. Mr. Simi concurred with this adding that the city needs someone that has a record for performing in this area.

Ms. Kuhn-Dirske noted that the person in this position should be seasoned and experienced. Ald. Dennik added that the person will have to have a really strong financial background and experienced with deals on TIFs and loans. A lot of properties which have the most potential will have some brown field issues. Businesses such as car dealerships, heating and mechanical plants should have some real interesting issues attached. Mr. Richards noted that the person in the position would need to have some familiarity with state development and what is being offered out there. He noted that the Departments of Natural Resources (DNR) and Commerce (DOC) have funding for brown field issues.

Ald. Dennik commented that in a lot of the states the stimulus money is allocated until 2018. Mr. Richards added that the EDAC Manager would have to have a good relationship with all the utilities and telecommunications industries. Ald. Dennik commented that the person would have to have an understanding of renewable energy.

Ms. Aldana observed that there isn't a specific language for the job description pertaining to these issues. Mr. Simi thought the position was also an administrative job.

Ms. Kuhn-Dirske stressed that the person in the position should be able to not only attract, but also "seal the deal." They need a financial side, but more than that. She thought that 5 years overall experience was a little short. A Master's degree is important and the salary is appropriate at up to \$130,000. Duties would be economic development and monitoring division budgets. She thought that certification from the National Development Council as a requirement should be taken out of the job description.

Ald. Dennik asked if the position description should include a real estate broker's license as a requirement. Ms. Kuhn-Dirski did not think that was necessary. It was noted that the Wauwatosa Economic Development Corporation placed a high degree on that certification. It was further noted that Nancy Welch the current Community Development Director is already certified by the National Development Council. Ms. Welch suggested that the wording could be changed to read certification preferred if the committee chose to add that.

Mr. Kronquist stressed that the goal is to be more inclusive in order to get a larger number of people applying for the job. Ms. Kuhn-Dirske agreed that they would like to cast a wider net for candidates. She thought the list of duties was good on education, but she would change to have the position monitor the development department.

Ald. Dennik thought it was important that the EDAC Manager be able to interact with legislators and state administration officials and have knowledge of federal programs and agencies. Knowledge of federal funding and stimulus programs is also a plus. Mr. Archambo added that a proven track record was important.

Ms. Kuhn-Dirske suggested that strong communication skills with diverse constituencies would be important to include in the list of duties. She suggested removing the word thorough from the section listing knowledge, skills, and abilities. She also suggested added skill with handling the media.

Mr. Kronquist thought the EDAC Manager should have the ability to promote the city. He concurred with Ms. Kuhn-Dirske that they should be able to talk to the media. Ald. Dennik noted that the person would need to understand that there is a specific way this committee communicates.

Ald. Dennik thought that other needed skills would be the ability to work with other cities and to speak before groups. He thought the sentence on maintaining adequate attendance should be removed and supervision exercised is to be determined.

Ms. Kuhn-Dirske noted it should be clear that infrequent hours are the norm. This is not a 9 to 5 job. Mr. Simi agreed saying that the person would need to be available during certain hours. He also thought the committee should look at aspects of the physical and work environment.

Ald. Dennik thought the range of salary from \$70,000 to \$100,000 was fine. Ald. Dennik would like to increase the bottom range. Ms Kuhn felt the number should remain.

Ald. Nikcevich didn't have a problem with the proposed salary range. The odd dynamic is that this person is coming in as a manager. Mr. Archambo noted that the salary range was very common. Ms. Kuhn-Dirske asked if the person would be the head of a department. Mr. Archambo noted that the person would be a department director, but for a department of one person.

Ald. Nikcevich felt strongly that the city is very much behind the eight ball. There is a lot of small business infrastructure and they are as much a part of this planning as the larger businesses. The EDAC Manager must be able to handle both.

Mr. Richards asked if salary had to be included initially. Mr. Simi thought that could be held off for a while.

Mr. Archambo thought there might be two positions for hire. One would be a business specialist who would work with the small businesses and the other position would work with larger businesses. Ms. Kuhn-Dirske agreed that a two person team would be able to handle everything. She liked the team approach. Mr. Simi commented that it sounded like the first position is going to be approved with the budget and then there will be a discussion about return on investment and how the city will pay for two people.

Ald. Dennik suggested that the city hire one person first and then see if there is the ability to expand on the one. Mr. Simi felt that there should be a return on the city's investment in the position.

Mr. Archambo commented that the EDAC Manager would need to have a list of expectations from the committee. Ald. Dennik suggested submitting the committee's current recommendation. There is still time to look into creating a business specialist division.

Mr. Kronquist suggested that as a taxpayer it would be nice to be able to say that the \$95,000 contribution for the WEDC could be given back to the taxpayers. He didn't see two positions funded for this year. Mr. Archambo commented that if the city hires the first position, they could look at the second half of the year for hiring a second person.

Ald. Dennik saw a problem with how this position would be funded for three years. He noted that the 2010 budget is comfortable, but there are so many unknowns for 2011 and 2012. It would be very difficult to try to commit three quarters of a million dollars to this over the next three years.

**Next meeting (date/time)**

It was the consensus of the committee to hold the next meeting on Friday October 23<sup>rd</sup>.

The meeting adjourned at 1:42 p.m.

Carla A. Ledesma, City Clerk  
City of Wauwatosa

svh