



CITY OF WAUWATOSA

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ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Friday, January 29, 2016, 11:30 AM

**UWM Innovation Accelerator
1225 Discovery Parkway**

PRESENT: Ald. C. Berdan, Ms. Kuhn, Mr. Lemke, Mr. Druml, Mr. Irgens, Mr. Kissinger

STAFF PRESENT: Mayor K. Ehley; J. Archambo, City Administrator; P. Enders, Development Director; A. Kesner, City Attorney; J. Ferguson, Assistant Planner

Approval of Minutes

Motion by Ms. Kuhn, second by Mr. Kissinger to approve the minutes of the November 17, 2015 meeting
- Approved 6-0.

TOWS (Threats, Opportunities, Weaknesses, and Strengths) exercise facilitated by Karen Vernal, Vernal Management Consultants, LLC.

Ms. Vernal discussed the TOWS model with the entire group, sitting in two teams; each table proceeded with identifying internal strengths and weaknesses and external opportunities and threats. Each member then voted on their top three choices from each compiled list. The group discussed what they found valuable in the conversations that were had. Staff will work to take the top choices in each category or the TOWS and apply them to the chart that will assist EDAC with identifying strategies moving forward.

Schedule next meeting.

There was general consensus that Friday at noon was a good meeting time. Ms. Enders will set the next meeting date and notify the Committee.

Adjourn

Motion to adjourn by Mr. Lemke, second by Ms. Kuhn. Approved 4-0.

The meeting adjourned at 1:00 PM.