



## CITY OF WAUWATOSA

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### ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Friday, June 17, 2016, 2:00 P.M.

Committee Room #2

PRESENT: Ms. Kuhn, Mr. Lemke, Mr. Druml, Mr. Kissinger

EXCUSED: Ald. McBride and Mr. Irgens

STAFF PRESENT: P. Enders, Development Director

Mr. Druml and Mr. Lemke called the meeting to order.

#### **Approval of Minutes**

Motion by Mr. Druml, second by Mr. Lemke to approve the minutes of the January 29, 2016 meeting.  
Approved 4-0.

#### **Discussion regarding TOWS (Threats, Opportunities, Weaknesses, and Strengths) results and next steps.**

Ms. Enders distributed the compiled results of the TOWS exercise held in January.

The members identified "crime" and "maintaining quality education" as the top external threats, "branding/marketing" and "taking advantage of significant areas for redevelopment" as the top external opportunities, and "economic development is a priority" as the top internal strength.

Members discussed holding another event, similar to the economic development event held in 2011, to promote redevelopment areas. Local, regional, and national developers would be invited. Mr. Druml suggested the event be held in the fall of 2016.

Members asked staff to reach out to the Police Chief and his team to request that they attend the upcoming EDAC meeting to discuss crime as an external threat to economic development. They also asked Ms. Enders to contact Dr. Phil Ertl, Wauwatosa School District Superintendent, to discuss maintaining quality education as another external threat at the EDAC's August meeting. In addition, the committee members asked Ms. Enders to contact SEWRPC and made a request that they present their draft 2050 plan at an upcoming meeting.

#### **Schedule next meeting.**

July 14<sup>th</sup> at 7:30 a.m. was selected as the next meeting date and time.

#### **Adjourn**

The meeting adjourned at 3:30 P.M.