



OFFICIAL MEETING MINUTES

OF A REGULAR SCHEDULED MEETING OF THE **ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, JANUARY 8TH, 2018 @ 5:00 PM, IN MAIN CONFERENCE ROOM, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MEMBERS PRESENT:

Chairman Nate Cunniff
Alderman Bob Reddin
Glen Allgaier
Brian Shecterle
Scott Oleson

MEMBERS EXCUSED:

David Krutz
Joe Weitzer
Nancy Justman, Visit Brookfield
Carol White, Chamber of Commerce

OTHERS PRESENT:

Todd Willis, Economic Development Coordinator

Roll Call

Chairman Cunniff noted a quorum present and called the Committee to order at 5:00 pm.

Order of Business

1. Mr. Oleson moved approval of the December 14, 2017 meeting minutes, seconded by Mr. Allgaier, motion passed unanimously.

2. Report from Convention & Visitors Bureau – Mr. Willis handed out to the members an updated list of hotels and contact information for each of them in the area. He also mentioned that it was incorporated into the City of Brookfield Fact Book, which can be found on the City's Website. Mr. Willis also handed out a flyer for the upcoming "Around the Corner With John McGivern" prescreening, which will be held February 26, 2018 at the Brookfield Sheraton Hotel at 6:30 PM. The Show will air on PBS March 1, 2018 at 7:00 PM. Mr. Willis gave an update on the proposed Conference Center at Brookfield Square. He mentioned that the Common Council approved the purchase of 9.5 acres located where the Sears Tire & Auto Center is. Along with the purchase of the property, the Council also approved a contract with the North Central Group (NCG) as a hotel partner and management of the conference center activities. He stated that Mrs. Justman just wanted to add that Visit Brookfield had also worked out with NCG how presales and contact information would be disseminated up until the conference center is operational. Mr.

Shecterle asked if there was an anticipated or hopeful date for the conference center to be completed. Mr. Willis stated that the City has an aggressive timeline in place of 15 months, but it could be between 15-19 months. Mr. Shecterle asked if there was a specific event in line that we needed to land by a certain date or year. Mr. Willis stated that he did not believe so at this point in time, but that a lot of events are currently being booked out to 2020 and even 2021 in some cases. Mr. Allgaier asked what kind of hotel brand NCG was affiliated with? Mr. Willis stated that they are affiliated with the Hilton brand. Mr. Oleson mentioned that they gave notice to Sears to be out of the current location by March 31st, 2018, and the mall will be able to start its demolition activities at that point.

3. Report from the Greater Brookfield Chamber of Commerce – No report given

4. Mr. Willis led the discussion by going over the metrics of the work accomplished by the Economic Development Coordinator over the 2017 year. Mr. Cunniff asked if there was anything out of the ordinary or that should be noted? Mr. Willis stated that he didn't believe so, other than he tried to produce the most accurate numbers related to each of the metrics. Mr. Allgaier asked about the City's office space vacancy rate. Mr. Willis stated that the City's office vacancy rate was around 24% last time a check was done.

5. Mr. Willis led the conversation on the Economic Development Coordinator's Report

A) Village Area mentioned that the Wayfinding ordinance and the Façade Improvement Grant, which had both previously been approved by the EDC, had been passed and approved by the Council.

B) Mr. Willis stated that Xcelligent was no longer in business. So there was no available search engine available to see what sites or spaces were being marketed. In Xceligent's absence, Costar was making pitches to those who used Xceligent's services to try and get them to sign on to use their software. Mr. Willis also mentioned that CARW was attempting to implement a fix using platforms they have in other regions. Mr. Willis stated that Costar is viewed less favorable in the Milwaukee market because the information was less accurate, it cost the brokers more, and was not viewed as a top market like New York, Chicago, or Los Angeles. Mr. Willis mentioned that since the County's Economic Development agreement with the City required the ability to do searches, that it was something that needs to be determined by Waukesha County Center for Growth, which system would be beneficial to fulfill their contract obligations.

C) Mr. Willis mentioned that the Bishop's Woods Neighborhood Plan was on the Plan Commission Agenda, and that staff was looking to get a preferred option chosen, and continue to move forward with the plan. The next steps would be the ordinance language for the zoning changes and scheduling a public hearing to have the Comprehensive Plan amended with the Neighborhood Plan.

Adjournment

Mr. Shecterle made a motion, seconded by Alderman Reddin to adjourn the meeting, motion passed unanimously.

Chairman Cunniff called the meeting adjourned at 5:23PM