

THESE ARE THE MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD MONDAY, APRIL 11 2011, AT 5:00 P.M. IN THE MAIN CONFERENCE ROOM, BROOKFIELD CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN, 53005

MEMBERS PRESENT: Nate Cunniff, Alderman James Garvens, David Krutz, Steve Miazga. Scott Oleson, and Brian Shecterle.

ALSO PRESENT: Economic Development Coordinator Tim Casey, Neighborhood Planner Jason Williams, ED Intern Christopher Marx, Brookfield CVB Director Nancy Justman, and Chamber of Commerce President Carol White.

1. **The meeting was called to order at 5:00 p.m. by Chairman Nate Cunniff.**
2. **Approval of minutes of the March 7, 2011 Economic Development Committee (EDC) meeting**
Ald. Garvens moved to approve the March 7, 2011 Economic Development Committee (EDC) minutes. The motion was seconded by Mr. Miazga and passed unanimously.
3. **Report from the Brookfield Convention & Visitors Bureau-** Nancy Justman reported that occupancy continues to improve, and the focus for hotels this year is on increasing rate. The Gus Macker basketball tournament will be held on parking lots at the Crossroads Corporate Center in the Town of Brookfield, and the number of teams registering is already equal to last year. The Bike Race planning is gearing up, and modifications have been made to the course to open up the performance space for vendors and bands in the late afternoon and evening. The goal is to make it a daylong community event.
4. **Report from Greater Brookfield Chamber of Commerce-** Carol White reported that the Chamber continues to bring in new members at a healthy pace. There have also been a large number of ribbon-cuttings in the last few months. The Chamber held a lunch and presentation by Secretary of Commerce Paul Jadin on April 8th, which was well attended and well received.
5. **Report on Draft Plan for the City of Brookfield 124th Street Corridor-** Jason Williams gave an overview of the planning efforts for the 124th Street Corridor. This is the first time the City has looked at the entire length of the Corridor in one plan. Jason indicated that he and Tim had conducted two focus groups with firms from the north end of the Corridor, and another group between Burleigh and Capitol. In addition, two public information meetings were held, one geared towards residents, and the second attended by more than 20 business and commercial property owners.

There is a consensus to accept the conditions of smaller buildings on smaller parcels in the north portion of the planning area, but to work toward upgrading the appearance of the area. Staff has preliminarily identified Community Development Block Grant (CDBG) funds from Waukesha County as a source to fund a façade improvement grant program. Property owners acknowledged the need to address deferred maintenance of properties in this area.

In the area between Burleigh and Feerick, there is interest in working toward branding the area, with identification, such as "Brookfield Commerce Center" or something similar. Four or five entrance signs on 124th Street and on Burleigh at 126th, would allow the area to be identified and highlighted. The City has funds in the Capital Improvement Program for 2013 and 2014 to engineer and rebuild streets between Burleigh and Capitol, including stormwater improvements. There is good receptivity among most property and business owners to construct Urban Cross-section road improvements, with underground storm sewer and curb and gutter.

On 124th Street, and on Burleigh, most of the parcels have some component of retail use. Staff sees

and opportunity to allow more flexibility in re-use or redevelopment including retail. The City could potentially allow free-standing restaurants with drive-thru windows, but this has not been allowed in the past. This might be limited to a few parcels on Capitol Drive, as the demand for redevelopment on 124th Street is likely to be stronger in areas close to Capitol. Over time, the 124th Street Corridor should continue to strengthen, given it's easy access to US Highway 41/45 at both Capitol and Burleigh, and plans for redevelopment, including retail, to the east on Burleigh in the City of Wauwatosa.

6. Report on Marketing Sub-Committee's recommendations regarding new logo, tagline for Economic Development Marketing efforts-

Tim reported on the progression of the Marketing Sub-Committee's consideration of marketing proposals to choose one firm to work with, KW Advertising of Brookfield. Mr. Casey then presented a series of potential logos that the committee reviewed, and the proposed logo and tagline that the committee is recommending. Discussion followed, and Economic Development Committee members indicated their support of the new look and direction.

7. Economic Development Coordinator's Report

ED Intern Chris Marx indicated that the Ninth Annual Business Survey went out to about 1,850 businesses, versus about 2,200 last year, based on culling some smaller and repeat listings from the list. Almost 200 completed surveys have come in, a comparable response rate to previous years, and results are being compiled.

Tim indicated he had met with a number of business owners in the 124th Street Corridor individually, in addition to the focus group meetings mentioned earlier. Tim accompanied the Mayor in participating in the Chamber's Career Fair at Brookfield East High School. The Mayor, Dan Ertl, and Tim also attended the Chamber's luncheon with Secretary Jadin, and had an opportunity to meet briefly with the Secretary afterwards to discuss a Brookfield company interested in expanding.

Tim continues to meet with the Colleges and Universities on Executive Drive, and there continue to be areas of mutual interest. Another college represented by a broker remains a prospect.

8. Revolving Loan Fund-

Mr. Miazga made a motion that the Committee go into Closed Session per Section 19.85(1)(e) of the Wisconsin Statutes after which the Committee may reconvene in Open Session pursuant to Section 19.85(2) of the Wisconsin Statutes to consider and/or act upon items from the Closed Session and/or the remainder of the agenda. Motion seconded by Alderman Garvens, motioned passed unanimously.

9. Adjourn

- Mr. Krutz motioned to adjourn, seconded by Mr. Oleson; motion passed unanimously, the meeting adjourned.