



OFFICIAL MEETING MINUTES

OF A REGULAR SCHEDULED MEETING OF THE **ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, JANUARY 7, 2019 @ 5:00 PM, IN THE COUNCIL CHAMBERS, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MEMBERS PRESENT:

Alderman Bob Reddin (Chair)
Brian Shecterle
Scott Oleson
Spencer Mather
Diane Byrne

MEMBERS EXCUSED:

Glen Allgaier
David Krutz
Carol White, Brookfield Chamber of Commerce

OTHERS PRESENT:

Mayor Steve Ponto
Todd Willis, Economic Development Coordinator
Dan Ertl, Director of Community Development
Nancy Justman, Visit Brookfield
Tim Casey, Waukesha County Center for Growth
Lucy Waldhuetter, Waukesha County Center for Growth

Roll Call

1. *Chairman Redding noted a quorum present and called the Committee to order at 5:01 pm.*

Order of Business

Minutes

2. *Motion made by Mr. Oleson for approval of the December 3, 2018 EDC Minutes, seconded by Mr. Shecterle. Passed unanimous 5-0*

New Business

3. **Report from the Brookfield Convention and Visitor's Bureau** – Mrs. Justman started by introducing Brandon Smith who was hired by North Central Group (NCG) to the Director of Sales for the Brookfield Conference Center. Mr. Smith went over his background for the EDC. Mrs. Justman went over some the year end information related to Visit Brookfield that was currently available. Visit Brookfield made contact with 587 clients and/or prospective clients, 397 total

prospecting contacts by either email, mail, phone, or in person. Visit Brookfield received a total of 116 RFP's, and gained 27 of them for a total of 2,577 room nights. She mentioned that this represented an increase by 28% in RFP's received by Visit Brookfield in 2018. Mrs. Justman went over the website and internet presence of Visit Brookfield in 2018. She added that the bounce rate related to those coordinated efforts lead to a decrease in the bounce rate by 17%. Mr. Shecterle added that he didn't feel the number of RFP events lost as "lost" events, since most were accounted for as not suitable because of lack of space sizes or real interest in the City. Mrs. Justman stated that some could have been accommodated, but because they didn't have a date, Visit Brookfield wasn't able to. Mr. Shecterle asked if Visit Brookfield tracked the differences between the two? Mrs. Justman explained that Visit Brookfield did tack every reason for a lost event possibility.

4. **Report from the Greater Brookfield Chamber of Commerce** – Mr. Mather stated that attendance continues to stay strong for Chamber events. He added that the Chamber is looking at the addition to some special programming events for the 2019 year. Membership continues to be strong. Chairman Reddin asked with the growth within the chamber if it's new additions, but similar amounts left? Mr. Mather stated, the retention rates for the Brookfield Chamber are high, but you do see occasional changeover once a business gets its ribbon cutting, and limited activeness in related Chamber activities.
5. **Review of Waukesha County Center for Growth Metrics for 2019 Contract** – Mr. Willis started by explaining the originally and previously reported elements of the staff report. The newly reported reflected the contract amount with WCCG is the same as the previous 2 1-year contracts (\$23,299.75) based on the 80/20 formula, where 80% is based on population and 20% is based on industrial park space in the City. He added that this contract would also be for 1-year of service with WCCG. Mr. Willis briefly explained the previously agreed upon metrics for the contract with WCCG in December. Chairman Reddin asked Mr. Casey if there was anything that he wanted to add? Mr. Casey explained that Mr. Willis has expressed the EDC would like to discuss the top 3-5 priorities of WCCG for the 2019 year. WCCG plans on getting the collaborative fund would be a top priority. Mr. Willis asked Mr. Casey how WCCG handles the process of site selection opportunities? Mr. Casey stated that the State will ask M7 for sites within the region, and they rely on the information provided by regional economic development organizations. Mr. Willis asked about how the City should articulate specific site opportunities in the City? Mr. Casey stated that one way (which can be costly) is to have the State certify sites that are available, otherwise have those opportunities available for WCCG to promote as able. Director Ertl stated that it was necessary for Mr. Casey and Mr. Willis to work together on sites that are not as straight forward as available listings. He noted that these would be sites that are more difficult to bring to the marketplace, but with WCCG's assistance, the goal would be to give them a more streamlined access. Mr. Casey stated that he agreed, and highlighted some of the other projects that have been worked on collaboratively, and added areas of input that can come from the WCCG team (i.e. educational, small business, etc...). Mr. Shecterle inquired about the amount of industrial space that is being built and/or utilized, what was going on with the Northbrook Commerce Center? Mr. Casey stated that it was a challenging area, and that there may need to be some changes to get a deal in place so that it can be built on in the near future. Chairman Reddin stated that in the past the money came from hotel room tax, but now is from the general fund, so he wanted to see continued efforts that ensure its being used in a manner that benefits the residents. He also added that a regional agreement like this has value to the City, and that continued collaboration is key to this agreement continuing to have value.

Mr. Shecterle made a motion for the EDC to accept the terms of a 1-year contract with Waukesha County Center for Growth for \$23,299.75, seconded by Mr. Oleson, motion passed unanimously 5-0.

6. **Review and Consideration of Updated 2008 Economic Development Program** – The EDC went over a breakdown of slides that were presented in three (3) different areas of the City's

Economic Development Plan: Strengths & Weaknesses, Economic Development Vision, and Objectives and Strategies. See attached PowerPoint presentation.

Adjournment

Mr. Oleson made a motion to adjourn the EDC meeting, seconded by Mr. Shecterle, motion passed unanimously 5-0

Chairman Reddin called the meeting adjourned at 6:01 PM