



OFFICIAL MEETING MINUTES

OF A SPECIAL SCHEDULED MEETING OF THE **ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, February 3, 2020 @ 5:00 PM, IN THE MAIN CONFERENCE ROOM, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MEMBERS PRESENT:

EDC

Alderman Bob Reddin (Chair)
Scott Oleson
Ram Subedi
Glen Allgaier
Nancy Justman, Visit Brookfield

MEMBERS EXCUSED:

Brian Shecterle

OTHERS PRESENT:

Dan Ertl, Dir. Community Development
Todd Willis, Economic Development Coordinator
Tim Casey, Waukesha County Center for Growth

Roll Call

1. *Alderman Reddin 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 2, 2019 EDC Minutes, seconded by Mr. Allgaier. Passed unanimous 4-0*

New Business

3. **Report from the Brookfield Convention & Visitors Bureau – None Given**
4. **Review and Consideration on Waukesha County Center for Growth (WCCG) 2020 Contract-**
Tim Casey handed out a presentation related to the Vision and Mission of Waukesha County Center for Growth. He mentioned that they will be changing over the officers for the board, which has been in place for the last 3 years. Over the last 2 years, WCCG has worked with 25+ companies per year. The Small Business consultant worked with 183 clients over the last year. In total over the last years WCCG has worked with 60 companies that have committed to capital expenditures of \$211 million and pledged to create or retain 1,900 jobs. The Grow (Generating Resources and Opportunities in Waukesha County) Fund has \$2 million pledged for business expansion, location and facilitate development of workforce housing. WCCG will be working to

see if any foundations would be willing to put money towards the GROW Fund. Mr. Allgaier asked if the GROW fund supplied grants or loans? Mr. Casey stated that the GROW Funds were used for loans. There are 2 businesses in the City of Brookfield that are prospects for use of the GROW Fund currently out of over a dozen applicants currently. Mr. Allgaier asked what the amount of the loans the GROW Fund supplies. Mr. Casey stated that the maximum for a business would be around \$200-250K, that can also be matched by MEDC (Milwaukee Economic Development Corp.) and can take a secondary position. Mr. Casey discussed the Elmbrook Schools workforce readiness dashboard with the EDC.

Mr. Casey stated that over the last 3 years, WCCG has worked on over 50 business expansion and retention efforts in the City of Brookfield. He added that he had supplied an email to Mr. Willis and Director Ertl relating to at least 10 businesses that WCCG had worked on with or at the direction of the City (several manufacturers and opportunities in the Village Area). He mentioned that there is plans for WCCG to hire an intern, and the hope is that the City and WCCG will be able to build on this with the additional resources. The goal would look to see if there are any opportunities that exist in the Industrial areas located in the City.

Mr. Casey mentioned that WCCG will be holding a symposium on workforce transportation on March 5, 2020. BRT should be online in the second half of 2021, so WCCG will continue to work with Waukesha Metro on how we extend that connection out to the City of Brookfield and Waukesha County. Mr. Allgaier asked how many people use the bus stop at Brookfield Square (MCTS Gold Line)? Mr. Oleson stated that it was around 300-350, 150 of which are workers at Brookfield Square. Mr. Allgaier asked what that equals for the overall employment at Brookfield Square? Mr. Oleson stated that it depends on season, but with the restaurants it's about 1,500 employees or 10%.

Mr. Reddin asked that the Contract go to the Council on March 3, 2020 since he would not be available to make the meeting on February 18, 2020 if there are any questions.

Motion made by Mr. Oleson for approval of the 2020 Professional Services Agreement (PSA) contract with Waukesha County Center for Growth, seconded by Mr. Subedi. Passed unanimous 4-0

- 5. Review and Consideration Façade Improvement Grant Request – Olive Promotions located at 2965 N. Brookfield Rd.** – Mr. Willis discussed the Façade Improvement Grant program offered in the Village Area to the EDC members. He explained that while landscaping is allowed within the program, other improvements that have been completed should be considered. He explained that Olive could have come forward for the other improvements that had been made (windows on both floors, painted awnings), so the landscaping is the last bit of the façade of the building to do. He mentioned that if approved, it would go to the Plan Review Board (PRB) on February 20, 2020 for approval. The EDC approval is for the financial portion, and the PRB approval is for the aesthetics of the improvement. Mr. Subedi stated that he supports this type of program, and has brought up to Mr. Willis he would like the Committee to possibly look at increasing the overall grant amount or the scope of areas eligible in the future. Mr. Allgaier asked how long does the applicant have to complete the work? Mr. Willis stated that typically they have 12 months to complete the work, but would request that the work get completed prior to the end of the 2020 funding cycle. Mr. Allgaier asked if it was a loan or a grant? Mr. Willis stated that it is a grant, and that once they have completed the work and submitted the receipts for the work, he gives them \$5,000 back. Mr. Subedi asked if the City would require the applicant to submit anything for the maintenance of the landscaping? Director Ertl stated that the Committee could consider requiring the applicant to submit a Letter of Credit or a nominal escrow for the landscaping. Mr. Allgaier asked if an applicant meets the criteria of the program, what would lead to the EDC not approving the use of the funds? Mr. Willis stated if they hadn't been in the property for an extended period of time. Mr. Oleson added that if the feeling was that the

business wouldn't stay in the location for very long. Mr. Allgaier asked if it could be placed on the agenda of a future meeting about the criteria of the Façade Improvement Grant.

Motion made by Mr. Oleson for approval a Façade Improvement Grant for Olive Promotions (2965 N. Brookfield Rd.) upon completion with the submission of a \$500 landscaping deposit, seconded by Mr. Allgaier. Passed unanimous 3-0 with Chairman Reddin Recusing himself

6. **Update on Economic Development Website** – Mr. Willis asked if the EDC members had a chance to look at the website. He mentioned that he got rid of some of the redundancy on the website, added the EDP Work Plan, EDP Metrics and Goals, and available site location search capabilities. He said that he would work on updating some of the other pages like the Target Investment Areas, but with the ramp up of the Conference Center, his time is somewhat limited. Mr. Reddin stated that more importantly over the last month Mr. Willis was able to get a system in place that allows for updates to be made in a timely fashion. Mr. Willis explained the process to getting updates on the page.

Adjournment

Mr. Oleson made a motion to adjourn the EDC meeting, seconded by Mr. Subedi, motion passed unanimously 4-0. Alderman Reddin called the meeting adjourned at 6:06 PM