



OFFICIAL MEETING MINUTES

OF A REGULAR SCHEDULED MEETING OF **THE ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, MARCH 4, 2019 @ 5:00 PM, IN THE COUNCIL CHAMBERS, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MEMBERS PRESENT:

Alderman Bob Reddin (Chair)
Scott Oleson
Diane Byrne
Glen Allgaier
David Krutz

MEMBERS EXCUSED:

Spencer Mather
Brian Shecterle
Carol White

OTHERS PRESENT:

Dan Ertl, Dir. Community Development
Todd Willis, Economic Development Coordinator
Nancy Justman, Visit Brookfield

Roll Call

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

Order of Business

Minutes

2. *Motion made by Mr. Allgaier for approval of the February 4, 2018 EDC Minutes, seconded by Mr. Krutz. Passed unanimous 5-0*

New Business

3. **Report from the Brookfield Convention and Visitor's Bureau** – Mrs. Justman handed out her monthly report for February to the committee members. In the month of February, Visit Brookfield made 222 contacts (sale calls), 145 were prospecting calls. Visit Brookfield also received 16 RFP's and 17 inquiries on the Conference Center alone. The City received 4 new events, with a total of 1,448 room nights, and 4 lost events, and 13 tentative events right now. Mrs. Justman went over the numbers associated with potential events at the conference center and their

economic impacts. She also mentioned Visit Brookfield's newest campaign effort "Romantic Getaway" that targeted the Fox Valley and Wausau areas and parts of Northern Illinois.

YEAR-END REPORT

Mrs. Justman started her annual report by going over the highlights from the Visit Brookfield for the 2018 year. Included in the report was a breakout of visitor spending information (Lodging, Food & Beverage, Retail and Recreation) by year from 2012 – 2017. Over that time, Brookfield shows an annual growth of around 2.8%. Brookfield makes up about 40% of visitor spending in Waukesha County, and 3% of total spending in the State of Wisconsin. In 2018 the area had 5 hotels under construction or being remodeled, with 3 opening in 2019 and 2 in 2020. Mrs. Justman explained the hotel room market from STR Reports from 2017 to 2018. The EDC reviewed Visit Brookfield's website and promotional events for 2018. Mr. Allgaier asked about gained and lost events and if Visit Brookfield responds to all RFP's. Mrs. Justman stated that some RFP's are gained or lost in the same time period, but that Visit Brookfield responds to all RFP regardless if Brookfield meets the criteria for each RFP. Mrs. Justman then explained some of the goals for Visit Brookfield in 2019 and the breakdown of the information in future year-end reports. Lastly, Mrs. Justman will go over Visit Brookfield's marketing strategy in an upcoming meeting. Director Ertl asked the EDC how they would like to see the collaborative efforts between Visit Brookfield and NCG (hotel operator) for sales of the Conference Center? He also wanted to know if the upcoming Ryder Cup (2020) was too far out to have an impact on Brookfield? Mrs. Justman stated that like for the Harley Davidson Anniversary, Visit Brookfield would do something 6-7 months out from the event. As for the breakdown of the collaboration will be included in next year's report as to where the lead came from. As for the report from last year, all of the Conference Center related leads came from Visit Brookfield staff. Chairman Reddin asked how often the NCG representative is in the office. Mrs. Justman stated that he is typically in the office 3-4 days a week, and depends on what he has going on during the week. Mr. Krutz asked if there was a way to break down the RFP's based on what stage the RFP was in? Mrs. Justman stated that it was possible from the Visit Brookfield, but for the Conference Center, staff would need to review the contract with NCG to see how much information is needed to be supplied. She add that for the year 2020, the EDC could expect that the Conference Center bookings would be a lot of smaller meetings and some social events, as the timeframe to grab events for 2020 RFP's has already passed. Starting in 2021, the EDC and Visit Brookfield will be able to narrow down the types of events that will be attracted to the new Conference Center. Mr. Allgaier asked if some of the information provided could show historical perspective, so the EDC can judge how the City is doing in the tourism area? Mrs. Justman stated that she will incorporate that into future year-end reports. Mr. Krutz asked how long the City has an agreement with NCG for operations of the Conference Center. Director Ertl stated it was 10 years, with some 5 year options, but also includes a termination clause.

Mr. Allgaier made a motion to approve and forward to the Finance Committee the Convention and Visitors Bureau (Visit Brookfield) Year-End Report, seconded by Mr. Krutz. Passed Unanimously 5-0

4. **Review and Consideration of Updated 2008 Economic Development Program – Program Evaluation Benchmarks:** The EDC went over a breakdown of slides that were presented. See attached PowerPoint presentation.

Adjournment

Mr. Allgaier made a motion to adjourn the EDC meeting, seconded by Mrs. Byrne, motion passed unanimously 5-0

Chairman Reddin called the meeting adjourned at 6:06 PM