



# OFFICIAL MEETING MINUTES

OF A REGULAR SCHEDULED MEETING OF **THE ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, AUGUST 5, 2019 @ 5:00 PM, IN THE MAIN CONFERENCE ROOM, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

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## MEMBERS PRESENT:

### EDC

Alderman Bob Reddin (Chair)  
Scott Oleson  
Ram Subedi  
Glen Allgaier  
David Krutz

## MEMBERS EXCUSED:

Spencer Mather  
Brian Shecterle  
Carol White, Chamber of Commerce

## OTHERS PRESENT:

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

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## Roll Call

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

## Order of Business

### Minutes

2. *Motion made by Mr. Krutz for approval of the April 1, 2019 EDC Minutes, seconded by Mr. Oleson. Passed unanimous 5-0*

## New Business

3. **Report from the Brookfield Convention & Visitors Bureau** – Nancy provided the EDC with a written report, and gave an update on the Conference Center construction. She noted that the Conference Center has 12 confirmed events with a lot of 2020 inquiries continuing to come in. Mr. Allgaier asked what kind of events and inquiries were coming in for the Conference Center? Mrs. Justman stated that it is all across the board from corporate functions to social functions. Mrs. Justman stated that there has been a lot of preparation for the Democratic National Convention

(DNC) next year, and how it will affect Waukesha County. She explained that there may be a request in the future to extend bar hours in select areas as the convention will push things back later since it is a “prime time” event. Mr. Oleson stated that Uncle Julio’s has already booked a number of events related to the DNC. Mrs. Justman stated that they will be holding a number of meetings to encourage operators in the City of Brookfield what to expect during the DNC. Mrs. Justman explained that a wall inside the Brookfield Conference Center will be accepting unloadable historical and present photos that will be displayed at various times. She stated that the idea would be to have continuous changes with the photos and potentially incorporate a seasonal aspect at times.

4. **Report from the Greater Brookfield Chamber of Commerce** – None given
  
5. **6 Month Update from Waukesha County Center for Growth** – Mr. Casey started by handing out a packet of materials and a PowerPoint slideshow related to Waukesha County Center for Growth (WCCG). He updated Mr. Subedi what services WCCG provides to Waukesha County and the City of Brookfield. Chairman Reddin added that the City is getting the most for its monetary contribution. Mr. Casey went over the 3 year business growth strategy meetings that included Mayor of Brookfield in creating the updated strategies. He mentioned that along with the updated growth strategies, WCCG announced the creation of the Generated Resources and Opportunities in Waukesha County (G.R.O.W.), which is a collaborative loan fund. Based on the participation from area and local banks, the G.R.O.W. fund is a \$2 million loan pool for manufacturing business expansion and location, and workforce housing. Mr. Casey mentioned that Mr. Willis and he were working with 2 prospective companies located in Brookfield looking to expand that would qualify for use of the G.R.O.W. fund. In the last 3 years, WCCG has been involved in 40 business outreach and retention efforts. Mr. Casey mentioned that WCCG has a full-time business consultant that is currently working with 30 businesses in the Brookfield area, 3 were business start-ups. Mr. Casey stated that WCCG is involved in a couple of property sales in the City’s Village area with Mr. Willis. Lastly, he mentioned that WCCG was working in conjunction with the County and the Mayor of Brookfield on mass transit opportunities in the Bluemound Corridor. Chairman Reddin asked if the relationship with M7 was still good? Mr. Casey stated that there is regular contact with Jim Paetch Vice-President of Cooperate Industrial and Attraction, and receive more inbound attraction inquiries from M7 than ever before.
  
6. **Report from the Economic Development Coordinator**
  - a) Mr. Willis went over the class he took through National Development Council for certification as an Economic Development Finance Professional. He handed out a sheet that listed the elements of the classes taken, and the grade received for the most recent class taken.
  
  - b) Mr. Willis gave an update on objectives in the Village Area including the ability for outdoor seating, success of the Beer Garden, and the purchasing of crosswalk signs by the Village LTD. Board.

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## Adjournment

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

*Alderman Reddin called the meeting adjourned at 5:45 PM*