



OFFICIAL MEETING MINUTES

OF A SPECIAL SCHEDULED MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD ON MONDAY, SEPTEMBER 16, 2019 @ 5:00 PM, IN THE MAIN CONFERENCE ROOM, CITY HALL, 2000 NORTH CALHOUN ROAD, BROOKFIELD, WISCONSIN

MEMBERS PRESENT:

EDC

Scott Oleson
Ram Subedi
Glen Allgaier
Spencer Mather

MEMBERS EXCUSED:

Alderman Bob Reddin (Chair)
David Krutz
Brian Shecterle
Carol White, Chamber of Commerce

OTHERS PRESENT:

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

Roll Call

1. *Scott Oleson noted a quorum present and called the Committee to order at 5:06 pm.*

Order of Business

Minutes

2. *Motion made by Mr. Allgaier for approval of the August 5, 2019 EDC Minutes, seconded by Mr. Oleson. Passed unanimous 4-0*

New Business

3. **Report from the Brookfield Convention & Visitors Bureau** – Nancy discussed the Conference Center and its progress so far. Tours are being given on Thursday's to perspective clients. The project is expected to be substantially completed at the end of January. By the end of 2019, it is expected that over \$1 million of events will be booked at the venue in 2020. So far in 2020, there are 14 events booked, with 17 tentative. In 2021 there are 4 booked events, with 11 tentative. Most of the 2020 events are corporate events, followed by local fundraising and association events.

4. **Report from the Greater Brookfield Chamber of Commerce** – Mr. Mather stated that the After Hours events continues to draw over 100 attendees. Other programming has continued to be strong, and membership continues to rise. The Chamber typically receives about 17-20 new monthly memberships, with a 6-8 of them tending to be unsolicited. The 12th annual multi-chamber event was recently held, over 250 registrants represented by 140 from the Brookfield Chamber.

5. **Report from the Economic Development Coordinator**
 - a) **2050 Comprehensive Plan Update** - Mr. Willis went over the edits to the draft Comprehensive Plan that were discussed at the joint EDC/CDA meeting held on April 1st. He mentioned that there was an Open House related to the Comprehensive Plan for public feedback and input. Mr. Willis stated that in the coming week the UW-Madison research center would be sending out letters with a link on it for a random sample of citizens to supply input on some measures of the 2050 Comprehensive Plan. Mr. Oleson asked if it would be sent to businesses and residents. Mr. Willis explained that it was just being sent to residents in Brookfield. Mr. Willis stated at the next meeting the Committee can review the adjustments made to the 2050 Comprehensive Plan for the Jobs & Shopping and review the Economic Development Plan's Goals and Objectives.

 - b) **Village Update** - Mr. Willis mentioned that the depot project is waiting on CP Rail and Fiddleheads to finalize working out the moving of the depot. The single-family home portion of the project has had some initial grading completed. Mr. Willis mentioned he is working on a prospective business to replace Sabella's, but that it was pretty far out and a long-term goal at his point. He added that the asking price is making it difficult based on the condition of the building. Mr. Willis stated that Marge Golden's property was for sale, and Becker's Auto was going to be listed soon, and that the City would look at that as an opportunity to combine both properties into a single project.

 - c) **Bluemound Corridor Development Update** – Mr. Willis started that in the coming weeks that Whirly Ball and the Marcus Movie Tavern at Brookfield Square would be officially opening. Mr. Oleson stated that Whirly Ball's official grand opening October 12, 2019 and Marcus would have a grand opening on October 11, 2019. Mr. Mather asked how big the theater was? Mr. Oleson stated that it was an 8 screen theater, with a bar area that includes a 16 ft. television for sporting events. Mr. Ertl asked how the hiring was going for Whirly Ball? Mr. Oleson stated that they were aggressive in wanting to get employees from the start, but are not yet at full employment to date. Mr. Willis stated that Lifetime Fitness is nearing completion of their location at the Corridor. The Holiday Inn and Fairfield Inn hotels at the Corridor are slated to be completed in January and February. Mr. Ertl noted that based on the original timeline, both should have been open by now. Mr. Willis noted that the delay was based on some construction management issues. The Residence Inn at the Lynx is slated to be opening in April. The Hilton Garden Inn connected to the Conference Center is planning on opening in February.

Adjournment

Mr. Allgaier made a motion to adjourn the EDC meeting, seconded by Mr. Mather, motion passed unanimously 4-0

Mr. Oleson called the meeting adjourned at 5:28 PM