



OFFICIAL MEETING MINUTES

OF A SPECIAL SCHEDULED MEETING OF THE **ECONOMIC DEVELOPMENT COMMITTEE** HELD ON MONDAY, NOVEMBER 11, 2019 @ 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

MEMBERS EXCUSED:

Brian Shecterle
Nancy Justman, Visit Brookfield

OTHERS PRESENT:

Dan Ertl, Dir. Community Development
Todd Willis, Economic Development Coordinator

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. Allgaier for approval of the September 16, 2019 EDC Minutes, seconded by Mr. Subedi. Passed unanimous 4-0*

New Business

3. **Report from the Brookfield Convention & Visitors Bureau** – Mr. Willis stated Brookfield Conference Center sales are going well. Visit Brookfield is doing tours every Thursday from 3:30-4:30 if any EDC member would like a tour of the facility just email or call Mrs. Justman prior to the date so she can make sure I have hard hat, etc. Brookfield Conference Center 2020 Sales are at 18 events booked some are multiple days, 48 tentative events in the works. Brookfield Conference Center staff team (leaders) are all set, same for the Hilton Garden Inn, will be hiring several more associates for both BCC and HGI beginning in mid-December. Staffing is an issue for many hotels, restaurants and retailers in the market. Visit Brookfield continues to receive strong interest in the conference center. Many of the events being booked are requiring multiple hotels! The Visit Brookfield website continues to be a driving force for leads and information to all Brookfield hospitality businesses, with over 100,000 unique visitors so far this year. The Coupon book is currently at the printer and will be available by Thanksgiving. New visitor's guide will be

finished in late spring, and in time for the DNC. Visit Brookfield will be hosting a DNC/Conference Center update on Tuesday, December 3rd at 2PM at the Sheraton with a tour of the BCC to follow. Hotels, venues, and other key hospitality businesses will be invited to attend, so if any EDC members would like to attend they can RSVP with Nancy. Mr. Allgaier asked if it would be possible to get a calendar with the dates of events along with the amount of attendees that are planned for the events? Mr. Willis stated that he thought that was possible, and he would work something out with Nancy to have at the next meeting in December. Mr. Allgaier asked when the Hilton Garden Inn was going to be opening? Mr. Willis stated that the plan was for the Hilton Garden Inn to be opening sometime in February, with the Brookfield Conference Center to follow in April. Mr. Ertl stated that if Glen wanted to invite some Elmbrook School Board members to tour the conference center that would be possible also.

4. **Discussion on Economic Development Committee Ordinance Change** – Mr. Willis stated that on Tuesday November 5, 2019, the Common Council took action to remove the Greater Brookfield Chamber and its selected board member from the Economic Development Committee. The reason for the removal was the organizations move to be the tourism entity for the Town of Brookfield. With the discussion that the Economic Development Committee has related to the established tourism entity in the area (Visit Brookfield), it was counterproductive to have the Chamber be a part of meetings anymore. Mr. Willis explained that he tried to inform Carol White, Chamber President in person and by phone, but was unable to meet in person or get a phone call back. Mr. Willis added that in order to let the chamber know, he had sent an e-mail to Carol relating to the changes in the Committee. Mr. Willis stated he had called former Economic Development Committee member Spencer Mather to pass on this information in person, at the time of this meeting Mr. Willis had not received a return phone call. Mr. Willis noted that the changes of the Economic Development Committee included dropping the members on the committee from 7 to 5, and the a more generic term describing the City's tourism entity in case of any future name change or other change that may occur. Chairman Reddin noted that no action was required on this item, as it had already been taken up and approved by the Common Council.
5. **Report on Economic Development Fund** – Mr. Willis stated at the September 16, 2019 meeting, the hotel developments at the Corridor and Brookfield Hills Golf Course (Holiday Inn, Fairfield Inn, and Residence Inn) are behind schedule. Because they were expected to be online at this time, the room tax estimates included them. Based on the financing for the City's conference center, the room tax rate hike from 8% to 10.5% was to pay down the debt financing for its construction. Mr. Willis added that in order to insulate the taxpayers in the City from being levied to pay for the conference center, \$200,000 from the City's Economic Development fund will have to be used. Mr. Willis stated that it should be understood, that the monies in the City's Economic Development fund was not supplied from the taxpayers, but from previous room taxes collected.
6. **Report from the Economic Development Coordinator**
 - a) **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 discussion between Fiddleheads and CP Rail is defining each other's role for any environmental concerns. The single-family home portion of the project has had some initial grading completed. Mr. Willis mentioned he has reached out to a prospective business about Marge Golden's property and Becker's Auto as an opportunity to combine both properties into a single project. Mr. Subedi asked what the location was of Becker's Auto? Mr. Willis stated that he did not know the specific address, but that it was located on N. Brookfield Rd. across from 29ten Salon. Mr. Oleson asked if there was any environmental concerns at the Becker Auto property? Mr. Willis stated that there had been an environmental issue on the property, but that it had been closed, and would be part of any redevelopment plans if the ground had to be disturbed. He

added that the Becker Auto building seemed in pretty good shape, but that the Golden property would be a tear down. The tear down of the Golden property would allow for adequate parking and outdoor seating for the prospective business. Mr. Ertl stated that the City would be reviewing a proposal for a Pocket Neighborhood in the Village Area. Mr. Reddin asked where that was going to be located? Mr. Ertl stated it would be located near the intersection of 186th St. and Pleasant St., Mr. Ertl asked that Mr. Willis have Richard VanDerWal email Alderman Reddin some information related to the pocket neighborhood proposal in the area.

- b) Industrial Pavement Setback Update** – Mr. Willis explained that at Tuesday November 5, 2019 Council meeting the City adopted a more relaxed pavement/parking setback for industrial zoned properties. He explained that prior to the Council action, the pavement/parking setback requirements for industrial zoned properties was 50 feet. Mr. Willis added that a number of the properties in the zoned districts were legal non-conforming to the code. This would mean that if a new use came forward to a property, they would have to expend capital to remove any pavement/parking that was within the 50 feet setback. While Mr. Willis added that this can be an issue across all zoning districts, it seemed most important to get it addressed in the Industrial zoned properties because of the amount of inquiries in properties there. Mr. Willis stated that the day after it was approved and adopted by the Council, a project came in to discuss moving into a new location.

Adjournment

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

Alderman Reddin called the meeting adjourned at 5:31 PM