

City of Franklin
Economic Development Commission (EDC)
Franklin City Hall — Hearing Room
9229 W. Loomis Road, Franklin, Wisconsin
Monday, February 26, 2018 – 6:30 p.m.
MEETING MINUTES

- I. Call to Order, Roll Call and Pledge of Allegiance: The meeting of the Franklin Economic Development Commission (EDC) was called to order by Chairman Dausman at 6:30 P.M. Commissioners present were Ald. Barber and Commissioners Dausman, Soto, and Bobowski. Also present was Assistant to the Mayor for Economic Development Nick Fuchs.
- II. Citizen Comment Period: The floor was open to citizen comment at 6:32 p.m. and closed at 6:50 p.m.
- III. Review of Meeting Minutes: Motion made (Barber) and seconded (Bobowski) to approve the minutes of the January 22, 2018 meeting. Motion carried 4 Ayes, 0 Noes, 0 Absent.
- IV. Introduction of Franklin's Assistant to the Mayor for Economic Development: Mayor Olson introduced his new assistant for Economic Development, Nick Fuchs.
- V. Announcements relating to Economic Development (No action to be taken). Mr. Fuchs discussed the recent South Suburban Chamber of Commerce Awards Dinner and announced a press conference scheduled for Tuesday, February 27th at 1:00 p.m. for the Ballpark Commons development. Economic Development Members were encouraged to attend. No action taken.
- VI. Business Matters (Action may be taken as determined by the EDC)
 - A. Discussion of Economic Development Responsibilities: Mr. Fuchs was directed to provide EDC Members with City plans relating to economic development efforts, particularly the Ticknor Report, Franklin First, Crossroads Trade Area and S. 27th Street Corridor plans. Discussion occurred among members. No action taken.
 - B. Consideration and discussion of a new logo and branding system for the City of Franklin: Mr. Gregory Zychowicz presented a logo design for the City. Discussion occurred among members. Motion to authorize Chairman Dausman and Alderman Barber to issue an RFP for branding and marketing services, including Mr. Zychowicz, and return to the Commission with bids at next month's meeting. Motion carried 4 Ayes, 0 Noes, 0 Absent.
 - C. Update on next steps for marketing and branding the City and relationship with the Tourism Commission: EDC members expressed interest in a joint meeting with the Tourism Commission to discuss City branding and marketing efforts. Discussion occurred among members. No action taken.
 - D. Update on the Franklin High School business class project to study the Franklin Business and Industrial Parks and provide information for the Franklin Business Park Consortium: Mr. Fuchs informed Commissioners of the progress of the class project and that survey questions were anticipated to be distributed to businesses soon. Discussion occurred among members. No action taken.

E. Discussion of a Business Appreciation Event: Discussion occurred among members. No action taken.

VII. Next Meeting Dates – March 26, 2018.

VIII. Adjournment: Motion made (Barber) and seconded (Bobowski) to adjourn the meeting at 8:02 p.m. Motion carried: 4 Ayes, 0 Noes, 0 Absent.