

**CALL TO ORDER**

- I. **Chairman Skowronski called the regular meeting of the Economic Development Commission of June 25, 2007 to order at 6:05 PM in the Hearing Room of Franklin City Hall, 9229 W. Loomis Road, Franklin, Wisconsin. Present was Chairman Skowronski, Commissioners Moulds, Bartoshevich, Burac-Englert, Grintjes, Haselow, Hintz, Karolewicz, Kerr, and Rhiner. Excused were Alderman Sohns and Commissioner Oleson. Also present was City Development Director Wheaton and Planning Manager Dietl.**

**CITIZEN COMMENT PERIOD**

- II. **No Citizens came forward.**

**MINUTES**

**Regular meeting of Thursday, April 23, 2007.**

- III.
  - A. **Commissioner Haselow moved and Commissioner Moulds seconded to approve the minutes of the regular meeting of the Economic Development Commission of Thursday, April 23, 2007, with the correction that Commissioner Hintz was excused from the April 23, 2007 EDC meeting. Upon voice vote, all voted 'aye'. Motion carried.**

**NEWS, ANNOUNCEMENTS, and REPORTS**

A. 'City of the Future' Award for the City of Franklin from the Financial Times FDI magazine.

- IV.
  - A. **City Development Director Wheaton gave a report. No action needed; None Taken.**

B. Recent News Articles about Economic Development in the City of Franklin.

- 1. Shoppes at Wyndham Village
- 2. Sendik's at Fountains of Franklin
- 3. South 27<sup>th</sup> Street Corridor
- 4. Proposed I-94 freeway interchange at Drexel Avenue
- 5. Central Aquatics

**B. City Development Director Wheaton presented information on Items 1-5. No action needed; None Taken.**

C. International Council of Shopping Centers – 2007 Spring Convention.

**C. City Development Director Wheaton gave a report. No action needed; None Taken.**

D. Franklin Business Park – Zoning Compliance Permits approved

- 1. Preferred Luxury – 9645 South 54<sup>th</sup> Street  
- Luxury automotive leasing company
- 2. Signature Limo Services, LLC – 9645 South 54<sup>th</sup> Street  
- Office space (no vehicles will be stored on site)

**D. City Development Director Wheaton gave a report. No action needed; None Taken.**

**BUSINESS**

A. South 27<sup>th</sup> Street Corridor Plan Area Streetscape Design and Marketing. This item may include, but not be limited to, future services that may be provided by a marketing firm relating to the development of branding, theme, and logo for the South 27<sup>th</sup> Street Corridor Plan Area.

- V.
  - A. **City Development Director Wheaton gave a report. No action needed; None Taken.**

B. Proposed freeway interchanges for Interstate I-94 at approximately West Drexel Avenue, and at approximately West Elm Road.

**B. Commissioner Grintjes moved and Commissioner Hintz seconded the motion to approve the Resolution by the City of Franklin Economic Development Commission Expressing Strong Support and Requesting Active Assistance to achieve construction of the Proposed Freeway Interchange for Interstate Highway I-94 at West Drexel Avenue, in Milwaukee County, Wisconsin, request the active support of Governor Jim Doyle, Secretary Frank Busalacchi, and Director Dewayne Johnson, as well**

as Senator Jeff Plale, Senator Mary Lazich, Representative Jeff Stone, and Representative Mark Honadel, for the proposed freeway interchange at Interstate Highway I-94 and West Drexel Avenue, and that the aforementioned Wisconsin State Officials respond to the City of Franklin Department of City Development in writing at their earliest convenience, to confirm receipt of this resolution. Upon voice vote, all voted 'aye'. Motion carried.

C. Internet website domain address for Economic Development in Franklin.

C. Commissioner Karolewicz moved and Commissioner Moulds seconded the motion to recommend approval to the Technology Commission and the Common Council of an Internet website domain address for Economic Development in Franklin, [www.franklinwi.biz](http://www.franklinwi.biz). Upon voice vote, all voted 'aye'. Motion carried.

D. Update to the City of Franklin Comprehensive Master Plan: Planning for business development areas in the City of Franklin.  
1. Content and Timing of Recommendations from Economic Development Commission to Comprehensive Master Plan Project Committee.

D. 1. City Development Director Wheaton spoke to the purpose of EDC input in the update of the Comprehensive Master plan; assisting the Comprehensive Master Plan project committee to make sure that the economic element receives appropriate attention. Request from the staff level, a written narrative from each study group along with a map to identify specific parcels/areas that would be appropriate for business development in the future to attain the 70/30 goal; second, priority rezoning.

D. Update to the City of Franklin Comprehensive Master Plan: Planning for business development areas in the City of Franklin.  
2. Business development areas  
a. West County Line Road corridor, west of South 27<sup>th</sup> Street to approximately South 60<sup>th</sup> Street  
b. West Rawson Avenue corridor, west of South 27<sup>th</sup> Street to approximately West Loomis Road (Wisconsin State Hwy 36)  
c. West Loomis Road (Wisconsin State Hwy 36) corridor, north of West Forest Hill Avenue  
d. West Loomis Road (Wisconsin State Hwy 36) corridor, south of West Forest Hill Avenue  
e. Wisconsin State Hwy 100 corridor, west of South 27<sup>th</sup> Street to approximately South 92<sup>nd</sup> Street.

D.2. City Development Director Wheaton reported that the County Line Road corridor area is the furthest along and given the time table, the hope is that the County Line corridor could serve as a model, combined with the check list, maps and corresponding spreadsheets listing the property tax key numbers. Planning Manager Dietl reported that the County Line Road corridor area meets the 10-point check list criteria and is ready to use as a format for the other areas. Each of the five (5) respective groups to draft a report, hitting the 10-points on the checklist, provide a cover letter explaining all separate areas with issues or priorities of each specific area and submit at least one week in advance of the next meeting date it will be put into the packet for the next EDC meeting for review. Planning staff will provide a map for each specified area to be included in each packet.

**Next Meeting Date:**

VI. The next Economic Development Commission meeting is scheduled for Monday, July 23, 2007 at 6:00 pm. No Action Needed; None Taken.

**ADJOURNMENT**

VII. Commissioner Karolewicz moved and Commissioner Bartoshevich seconded the motion to adjourn the June 25, 2007, regular meeting of the Economic Development Commission. Upon voice vote, all voted 'aye.' Motion carried. The meeting was adjourned at 7:40 PM.