

**CALL TO ORDER**

- I. **Chairman Skowronski called the regular meeting of the Economic Development Commission of November 26, 2007 to order at 6:03 PM in the Hearing Room of Franklin City Hall, 9229 W. Loomis Road, Franklin, Wisconsin. Present were Chairman Skowronski, Commissioners Moulds, Bartoshevich, Burac-Englert, Grintjes, Haselow, Karolewicz, Kerr, and Rhiner. Commissioners Hintz and Oleson were excused. Alderman Sohns was absent. Also present was City Development Director Wheaton.**

**CITIZEN COMMENT PERIOD**

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

**MINUTES**

**Approval of Regular meeting minutes of Monday, October 29, 2007.**

- III.
  - A. **Commissioner Moulds moved and Commissioner Haselow seconded to approve the minutes of the regular meeting of the Economic Development Commission of Monday, October 29, 2007. Upon voice vote, all voted 'aye'. Commissioners Grintjes, Karolewicz, and Rhiner abstained. Motion carried.**

Recent News Articles and Reports.

- A. Grand opening of Sendik's Food Market.
- B. Groundbreaking for Staybridge Suites hotel.

- IV.
  - A. **No action taken.**
  - B. **No action taken.**

**BUSINESS**

A. South 27<sup>th</sup> Street Corridor Plan Area Streetscape Design and Marketing. This item will include, but not be limited to, a presentation by the Zizzo Group relating to the positioning direction for the South 27<sup>th</sup> Street Corridor Plan Area.

- V.
  - A. **Matt Hensler of The Zizzo Group gave a presentation on the 27<sup>th</sup> Street Corridor marketing message positioning. Commissioner Grintjes reported on the planned reconstruction of South 27<sup>th</sup> Street by the Wisconsin Department of Transportation.**

B. Interstate Freeway I-94 North-South Corridor Project. This item will include, but not be limited to, a public hearing for the I-94 North-South Corridor Environmental Impact Statement on December 3, 2007.

- B. **City Development Director Wheaton gave a report on upcoming Wisconsin Department of Transportation public hearings on proposed improvements to I-94, including proposed freeway interchanges at Drexel Avenue and at Elm Road. Public Hearings to take place on December 3, 2007 for Franklin/Oak Creek, 4-8 p.m.; December 6, 2007 for Kenosha, 5-8 p.m.; December 11, 2007 for Racine, 5-8 p.m.; December 12, 2007, for Milwaukee, 4-8 p.m.**

C. Ordinance to amend the Municipal Sign Code to repeal and recreate Chapter 210 of the Municipal Code, entitled "Sign Code."

- C. **Discussion of issues relating to proposed new sign code. The Economic Development Commission will consider the sign code at the next meeting, December 12, 2007.**

D. City of Franklin Comprehensive Master Plan: Planning for business development areas in the City of Franklin.

- 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.
  - a. **No action taken.**
  - b. **No action taken.**
  - c. **Report and presentation by Commissioner Burac-Englert. Commissioner Haselow would like more business development and less residential development on Highway 36. Commissioner Grintjes would like to see more multi-story buildings on Highway 36.**
  - d. **Report and presentation by Commissioner Burac-Englert.**
  - e. **No action taken.**

**Next Meeting Date(s):**

- E. The next Economic Development Commission meeting is scheduled for Wednesday, December 12, 2007 at 6:00 pm.**

**ADJOURNMENT**

- VI. Commissioner Rhiner moved and Commissioner Haselow seconded the motion to adjourn the November 26, 2007, regular meeting of the Economic Development Commission. Upon voice vote, all voted 'aye.' Motion carried. The meeting was adjourned at 7:51 PM.**