

City of Franklin
Forward Franklin Economic Development Committee

MEETING MINUTES
Monday, October 24, 2011

I. Call to Order, Roll Call and Pledge of Allegiance

The October 24, 2011 meeting of the Forward Franklin Economic Development Committee was called to order by Chairman Haskins at 6:30 pm. Members present were Chairman Haskins, Ald. Taylor, Michlig, Tatlock, Member Sweeney arrived at 6:32. Also present were Assistant City Attorney Sajdak, City Administrator Mark Luberda, Ald. Wilhelm and possible FFEDC appointees Kristine Iwinski and Lynnea Katz-Petted.

II. Citizen Comment Period

Chairman Haskins opened the floor to citizen comment. There being no citizens expressing a desire to speak, the citizen comment period was closed.

III. Approval of September 26, 2011 Meeting Minutes

Motion made (Taylor) and seconded (Michlig) to approve the minutes of the September 26, 2011 Forward Franklin Economic Development Committee meeting as presented. Motion carried: 3 Ayes and 0 Noes, with the Chair abstaining.

IV. Announcements relating to Economic Development

Chairman Haskins advised the Committee to check the papers about recent news involving the Waukesha County revolving loan fund proposal and the Wauwatosa loans for rehabilitation and remodeling work that were both recently in the news.

V. Business

A. Consideration of a Possible Aquaponic Facility & Use for the Property Located at the Southeast Corner of 35th Street & Elm Road with Possible Recommendation to Common Council/Plan Commission for Future Action.

Scott Biller was present to give a presentation on the concept. Committee members spoke favorably concerning the proposal. Alderman Wilhelm spoke in favor of the idea but against the possibility of using a PDD for the property. Under suspended rules, Iwinski had some questions about the location but noted that locally sourced

foods are a good thing for restaurants. Katz-Petted likes the idea and questioned whether a public market might be combined with the plans. Motion made (Sweeney) and seconded (Michlig) to recommend to the Common Council and Plan Commission to take such actions necessary to accommodate the proposed use. Motion carried; Ayes (5), Noes (0).

- B. Consideration of request to add a “Downtown Retail” zoning classification as a method of driving economic development with possible recommendation to Common Council/Plan Commission for future action.

Item was tabled because scheduled presenter was not present.

- C. Update on Forward Franklin Economic Development Committee actions related to marketing materials and website work including funding thereof.

Member Michlig presented information concerning the web site. Ald. Taylor stated that there is a \$110,484 comprehensive plan fund balance which Administrator Luberda agreed could be re-appropriated. Discussion followed concerning preferences for using the City’s site vs. a separate site linked with the City site. Administrator Luberda presented possibilities using the City’s present content management tool. Motion made (Sweeney) and seconded (Tatlock) to recommend to the Common Council to use the remaining fund balance for the comprehensive plan for economic development purposes and to establish a continuing fund source for the same. Motion carried: Ayes (5), Noes (0).

- D. Presentation of materials and information obtained from the Planning Communities for Generations Plan Commission Workshop attended on October 20, 2011.

Chairman Haskins provided a description of the event and some take-away points from it. Committee members agreed that it sounded like an interesting program that might spur similar discussion opportunities within FFEDC meetings. No action taken.

- E. Update on 27th Street Reconstruction Project

Ald. Taylor advised that the City has formalized it’s position on the matter and that the next step is to meet with Oak Creek representatives. No action taken.

- VI. Next Meeting Date – November 28, 2011

It was announced that the next regularly scheduled meeting of the Forward Franklin Economic Development Committee will be held on November 28, 2011 at 6:30 pm.

VII. Adjournment

Motion made (Taylor) and seconded (Sweeney) to adjourn the October 24, 2011 meeting of the Forward Franklin Economic Development Committee. Motion carried: 4 Ayes, 0 Noes, with the Chair abstaining.