

CITY OF FRANKLIN
COMMITTEE OF THE WHOLE MEETING*
FRANKLIN CITY HALL – COMMON COUNCIL CHAMBERS
9229 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN
AGENDA**

MONDAY, APRIL 15, 2019 AT 6:00 P.M.

[A Special Finance Committee Meeting has been scheduled to meet at such time and place and upon quorum and call to order, shall then meet concurrently with the Common Council upon the subject matter listed as Item C. on this agenda only.]

Meeting Agenda

- A. Call to Order and Roll Call.
- B. Thiel Brand Design Presentation of Phase One and Phase Two of the Branding and Marketing Services Project, Including Discussion and Review of the Two Logos Selected Jointly by the Economic Development Commission and the Tourism Commission as Staff will be Requesting a Decision by the Common Council on Final Logo Choice at the Regularly Scheduled Common Council Meeting on Tuesday, April 16, 2019.
- C. Tax Incremental District No. 5 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Ballpark Commons Sports Anchored Mixed-Use Development Project Development Status and Future Development in the District. The Committee of the Whole May Enter Closed Session Pursuant to Wis. Stat. § 19.85(1)(e), for Review and Consideration of Financing Alternatives Related to Additional Infrastructure Financial Assistance Requested by the Ballpark Commons Developer within Tax Incremental District No. 5 and Financial Assistance Requested by The Mandel Group for a Multi-Family Housing Development within Tax Incremental District No. 5, and to Deliberate Upon a Tax Incremental District No. 5 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Potential Amendment to Development Agreement, Potential Development Agreement(s), the Negotiation of a Potential Amendment and Potential Agreement(s) Terms and the Investing of Public Funds in Relation Thereto, for Competitive and Bargaining Reasons, and to Reenter Open Session at the Same Place Thereafter to Act on Such Matters Discussed Therein as it Deems Appropriate.
- D. Adjournment.

*Notice is given that a majority of the Economic Development Commission may attend this meeting to gather information about an agenda item over which the Economic Development Commission has decision-making responsibility. This may constitute a meeting of the Economic Development Commission, per State ex rel. Badke v. Greendale Village Board, even though the Economic Development Commission will not take formal action at this meeting.

**Supporting documentation and details of these agenda items are available at City Hall during normal business hours.

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

Approval <i>Slw</i>	Council Action Sheet	MEETING DATE 04/15/2019
REPORTS & RECOMMENDATIONS	Thiel Brand Design Presentation of Phase One and Phase Two of the Branding and Marketing Services Project	ITEM NUMBER <i>B.</i>

On November 5, 2018, Council reviewed the proposal and approved the contract with THIEL Brand Design to provide branding and marketing services to the City. THIEL has completed the first two phases of the project and will present findings at the Committee of the Whole on Monday, April 15th:

- Present the research findings derived in Phase One of the project and answer questions.
- Present the Franklin Brand Profile document providing the City of Franklin its key brand messaging with multiple options for a campaignable marketing theme.
- Part of this presentation will include discussion and review of the two logos selected jointly by the Economic Development Commission and the Tourism Commission. Staff will be Requesting a Decision by the Common Council on Final Logo Choice at the Regularly Scheduled Common Council Meeting on Tuesday, April 16, 2019.

APPROVAL <i>Slw</i>	REQUEST FOR COMMITTEE OF THE WHOLE ACTION	MEETING DATE April 15, 2019
	<p>Tax Incremental District No. 5 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Ballpark Commons Sports Anchored Mixed-Use Development Project Development Status and Future Development in the District. The Committee of the Whole may enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for review and consideration of financing alternatives related to additional infrastructure financial assistance requested by the Ballpark Commons Developer within Tax Incremental District No. 5 and financial assistance requested by the Mandel Group for a multi-family housing development within Tax Incremental District No. 5, and to deliberate upon a Tax Incremental District No. 5 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Potential Amendment to Development Agreement, Potential Development Agreement(s), the negotiation of a Potential Amendment and Potential Agreement(s) terms and the investing of public funds in relation thereto, for competitive and bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate</p>	ITEM NUMBER <i>C.</i>

COMMITTEE ACTION REQUESTED

A motion to enter closed session pursuant to Wis. Stat. § 19.85(1)(e), for review and consideration of financing alternatives related to additional infrastructure financial assistance requested by the Ballpark Commons Developer within Tax Incremental District No. 5 and financial assistance requested by the Mandel Group for a multi-family housing development within Tax Incremental District No. 5, and to deliberate upon a Tax Incremental District No. 5 Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) Potential Amendment to Development Agreement, Potential Development Agreement(s), the negotiation of a Potential Amendment and Potential Agreement(s) terms and the investing of public funds in relation thereto, for competitive and bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.