

# City of Franklin

## Economic Development Commission

Franklin City Hall — Hearing Room  
9229 W. Loomis Road, Franklin, Wisconsin

Monday, December 28, 2015 – 6:30 p.m.

### MEETING AGENDA

- I. Call to Order, Roll Call and Pledge of Allegiance
- II. Citizen Comment Period
- III. Approval of Meeting Minutes
  - A. November 23, 2015 Meeting
- IV. Announcements (No action to be taken)
  - A. Announcements relating to Economic Development
- V. Business
  - A. Feedback from Business Community
  - B. Invitation to Rock development concept review
  - C. Business Appreciation Event in 2016
  - D. Discussion of State changes to the Room Tax regulations
- VI. Next Meeting Date – January 25, 2016
- VII. Adjournment

Notice is given that a majority of members of the Franklin Common Council may attend this meeting to gather information about an agenda item over which it has decision-making responsibility. This may constitute a meeting of the Common Council per State ex rel. Badke v. Greendale Village Bd., though the Common Council will not take formal action at this meeting.

Notice is given that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, please contact the Franklin City Clerk's Office at 414-425-7500.

# **City of Franklin Economic Development Commission**

## **MEETING MINUTES**

### **Monday, November 23, 2015 Meeting**

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

The November 23, 2015 meeting of the Franklin Economic Development Commission was called to order by Chairman Haskins at 6:30 pm. Commissioners present were Chairman Haskins and Commissioners Litynski, Cool and Soto. Ald. Wilhelm and Commissioner Hass were not present. Also present was Director of Administration Luberda, Economic Development Director Hertzberg and Assistant City Attorney Sajdak.

#### **II. Citizen Comment Period**

The floor was open to citizen seeking to comment. There being no citizens present expressing a desire to speak, the citizen comment period was closed.

#### **III. Approval of Meeting Minutes**

##### **A. October 26, 2015 Meeting**

Motion made (Soto) and Seconded (Cool) to approve the minutes of the October 26, 2105 meeting. Motion carried: 4 Ayes, 0 Noes.

#### **IV. Announcements (No action to be taken)**

##### **A. Announcements relating to Economic Development**

Chairman Haskins indicated that he attended the Hampton Inn open house.

#### **V. Business**

##### **A. Introduction of Franklin's Economic Development Director**

Mr. Hertzberg introduced himself and discussed his background. Discussion followed among members with questions and comments for Mr. Hertzberg. No action taken.

##### **B. Franklin Sign Ordinance and Regulations**

Mr. Luberda introduced the topic as it relates to the Supreme Court decision of Reed v. Town of Gilbert. A broader discussion will be needed moving forward. Discussion followed among members. No action taken.

C. Buxton contract and Retail Recruitment

Mr. Hertzberg provided an update on the Council action re the contract. Discussion followed among members. No action taken.

D. Marketing Materials and Outreach Strategy

Mr. Hertzberg indicated that one of his early initiatives would be to update the marketing materials and the need for a brand identity. Discussion followed among members. No action taken.

E. Discussion of State changes to the Room Tax regulations

Attorney Sajdak presented details on the changes. Discussion followed among members. No action taken.

VI. Next Meeting Date – December 28, 2015

The next regularly scheduled meeting was announced to be December 28, 2105, although depending on quorum availability it may change.

VII. Adjournment

Motion made (Soto) and seconded (Litynski) to adjourn the November 23, 2015 Economic Development Commission meeting. Motion carried: 4 ayes, 0 Noes